



Tourism Retail Advisory Committee
The Bridges
April 19, 2016

Members:

CJ Brafford

Debbie Blanchard

Edd Franz

Eric Feely

Fletcher Flower

Kathy Ellis

Paul Derence

Paul Zaenger

Rick Warner

Scott Beyer

Scott Voorhis

Vince Fandel

Agenda:

- Call to Order
- Introduction of Guests
- Announcements
- Review of February 23 Meeting Notes
- Executive Report
- Old Business
 - Nomination and approval of committee secretary
 - Election cycle assignments
 - Review of working groups and next steps
- New Business and General Discussion
 - RSE e-Newsletter
 - Future agenda items
 - Schedule and locations for remaining 2016 quarterly meetings
- Adjourn
- Group photo

Notes





MEMO

DATE: April 14, 2016
 TO: Tourism Retail Advisory Committee (TRAC)
 CC: City Council, William Bell, Rob Joseph
 FROM: David Spear, OBT Operations Manager
 RE: OBT Executive Report

On behalf of the OBT staff, it is my pleasure to share with you a summary of the OBT's activities and accomplishments for the first quarter of 2016.

2016 First Quarter Financial Update*

Retail sales tax collection: ▲ 3.2% Total revenue: \$2,049,827 (▲ \$63,075)
 Hotel excise tax: ▲ 10.2% Total revenue: \$8,873 (▲ \$820)
 Restaurant excise tax: ▲ 5.3% Total revenue: \$53,628 (▲ \$2,716)
 Retail Enhancement
 Fund Revenue: ▲ 0.6% Total revenue: \$44,592 (▲ \$271)

* January and February returns only

Year-end Expenditures to Budget Comparison*				
	Total Expenditures	Budget	Unexpended	% of Budget
Retail Sales Enhancement Fund	\$87,146	\$317,618	\$230,472	27.4%
Tourism Promotion Fund	\$92,894	\$427,917	\$335,023	21.7%

*As of March 31, 2016

Marketing

The OBT purchased a "brand channel" from the Colorado Tourism Office (CTO), which makes Visit Montrose one of only five Colorado destinations to own a part of this limited opportunity. The brand channel is lined with strong SEO components that lead





potential Colorado visitors directly to our content. When completed, nine content slots on the channel will showcase key tourism assets via video and written content. The channel is expected to launch in late 2016.

The OBT purchased prominent placement in the *Colorado Alive* publications, also through the CTO, that are sent by request only to highly qualified leads worldwide. To complement this, we purchased an integrated newspaper insert that boast a circulation of 920,000 pieces, delivered to consumers in Colorado's key markets. The program launches May 1 during a key summer travel planning window and includes a four-month digital promotion.

Montrose was picked by the CTO to be one of several Colorado cities to participate in a Chicago Union Station "takeover." We are currently on one of the featured Colorado kiosks through April.

Finally, the OBT placed ad buys with the Grand Canyon and Rocky Mountain Journals. These ads have already yielded over 2,500 qualified email address leads for future digital outreach.

VisitMontrose.com web visits have increased over 11% over this time last year. By best estimation, this is due to marketing in print and social.

Programs and Events

Q1 2016 started with the OBT providing a face for the City of Montrose at the 2016 Denver International Sportsmen's Expo for the third year in a row. The entourage consisted of Edd Franz of the BLM, OBT Marketing Coordinator Kelly Rhoderick, and Program Coordinator Stacey Ryan. The ISE continues to be the region's largest presentation of travel destinations, drawing over 26,000 attendees in a four day span.

Q1 has also included preparations for upcoming 2016 events like Earth Week, Fourth of July, and FUNC Fest. These are events for which the city/OBT takes the lead event planning role and include tasks like permitting paperwork, contracts, developing media pieces, outreach, logistics, etc.

During this National Park Service (NPS) Centennial year, the city has taken on additional events in which we will play a leadership role. The first of these, the "Heart of the World"





premiere hosted at the Montrose Pavilion on March 26, was enjoyed by an estimated crowd of 500 attendees, and proved to be an excellent outreach event for the NPS as well as other public land agencies and the OBT.

Program development and process standardization is a strong focus for the OBT. Creating new and/or standardizing existing programming in a thoughtful manner takes time and the energy of the entire team. Thus far, updating the Event Partnership Program (in light of our accreditation and shifts in funding and focus) and creating 2017 OMVG Contributor Guidelines (for writers and photographers) are the first two pieces that have been developed. Additionally, with a target date of April 30, the first RSE Quarterly Newsletter will be forwarded to contributing businesses. This effort aims to communicate OBT efforts on the business side of the house.

Guest Services

Staff and volunteers continue to provide outstanding guest services, not just to guests at the Visitor Center, but also to attendees at local events and tournaments. During the quarter welcome booths were arranged for Dancing with the Stars, Changing the Game, Motown Madness Basketball Tournament, and Heart of the World Premiere events with a combined attendance of over 1500. A total of 306 welcome bags were prepared for event participants and 120 information packets were created for individuals relocating to Montrose.

FACEBOOK PAGE REPORT

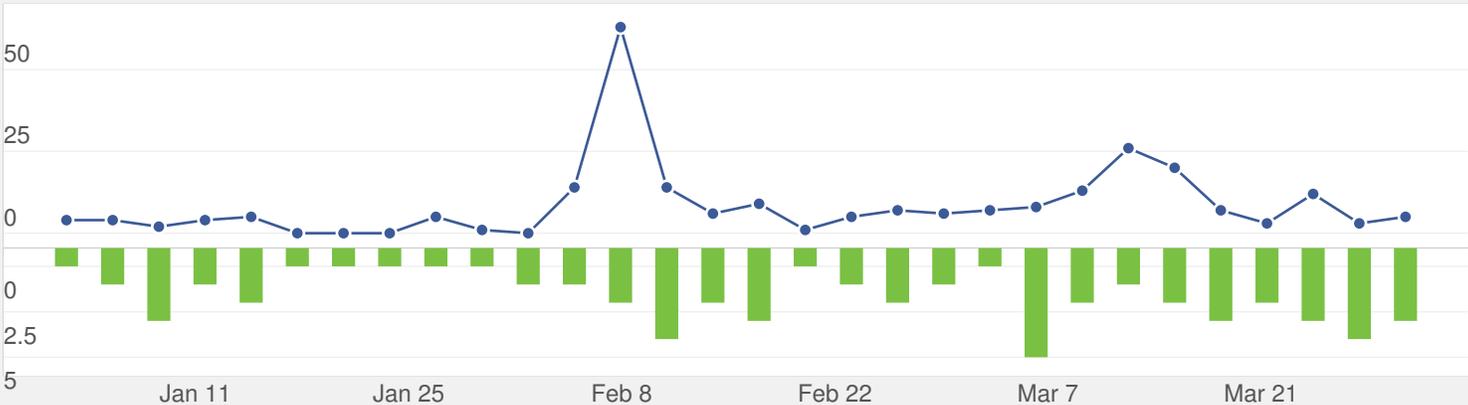
from January 1, 2016 - March 31, 2016

 Visit Montrose

FAN GROWTH

4.2k Total Likes as of Mar 31, 2016

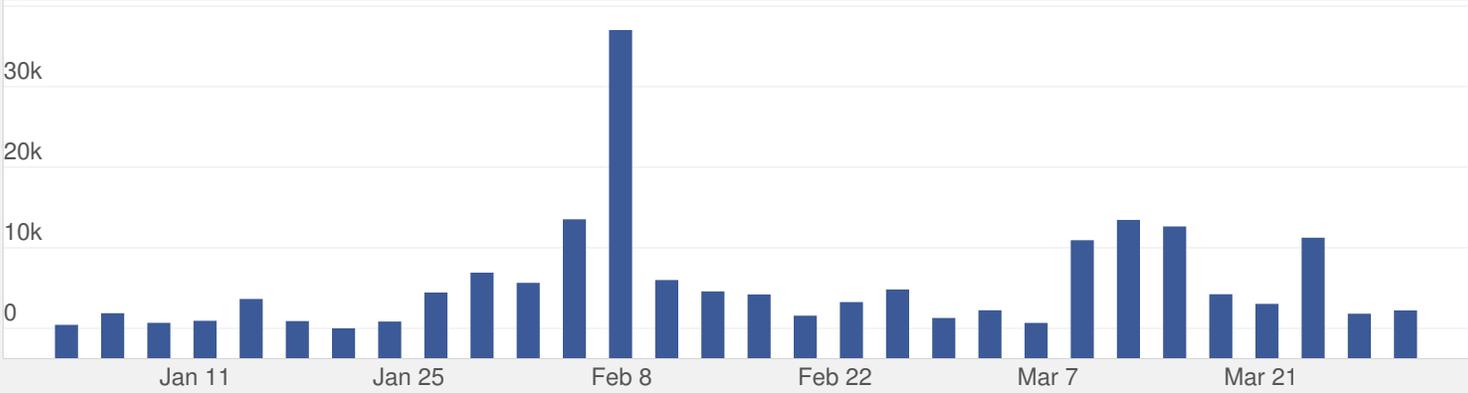
New Fans 254 Unliked your Page 48



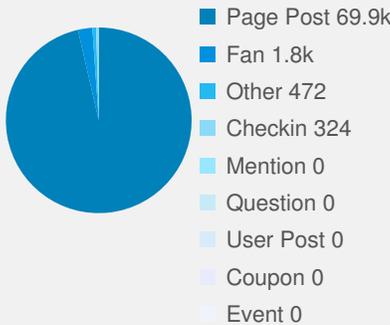
PAGE IMPRESSIONS

40k

Impressions 165,156 by 95,331 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	2.2k	29.1k
Mon	1.7k	22.7k
Tue	1.3k	16.5k
Wed	1.7k	22.3k
Thu	1.9k	24.4k
Fri	1.7k	22.3k
Sat	2.1k	27.8k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	91.8k
United Kingdom	181
Mexico	162
Germany	146
Canada	141

TOP CITIES

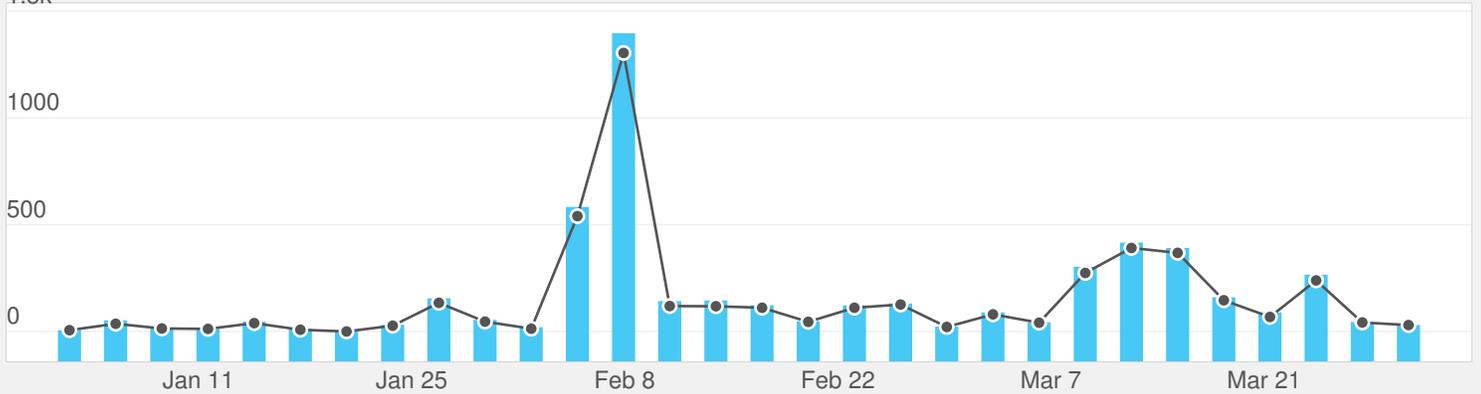
City	Count
Montrose, CO	22.0k
Denver, CO	2.8k
Grand Junction, CO	2.3k
Colorado Springs, CO	2.2k
Delta, CO	1.4k



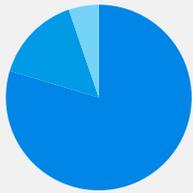
SHARING how people are sharing your content

STORIES
1.5k

Stories Created **4,950** by **4,509** users



SHARE TYPE



- Other 3.9k
- Page Post 749
- Fan 259
- Mention 0
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	72.2	939
Mon	50.1	651
Tue	29.2	379
Wed	46.2	601
Thu	46.3	602
Fri	60.8	791
Sat	75.9	987

SHARER DEMOGRAPHICS Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	16	15
18-24	49	101
25-34	103	226
35-44	155	322
45-54	245	472
55+	482	1.2k

TOP COUNTRIES

Country	Count
United States	3.4k
Swaziland	11
Germany	5
Korea, South	3
Mexico	3

TOP LOCALES

Locale	Count
English (United States)	3.4k
English (United Kingdom)	45
Spanish (umbrella locale)	24
English (Pirate)	3
Italian (Italy)	3



GROUP REPORT from January 1, 2016 - March 31, 2016

 @visitmontrose

 Visit Montrose

 www.visitmontrose.com

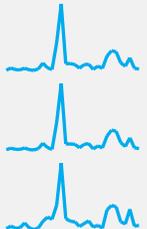
GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	4,954	
Sent Messages	101	
New Twitter Followers	34	
New Facebook Fans	254	

4,957 INTERACTIONS

BY **4,513** UNIQUE USERS

167,218 POTENTIAL REACH

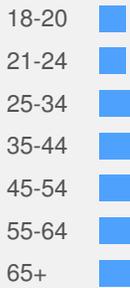


TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **62%** MALE FOLLOWERS

 **38%** FEMALE FOLLOWERS



TWITTER STATS

 **34**
New Twitter Followers in this time period

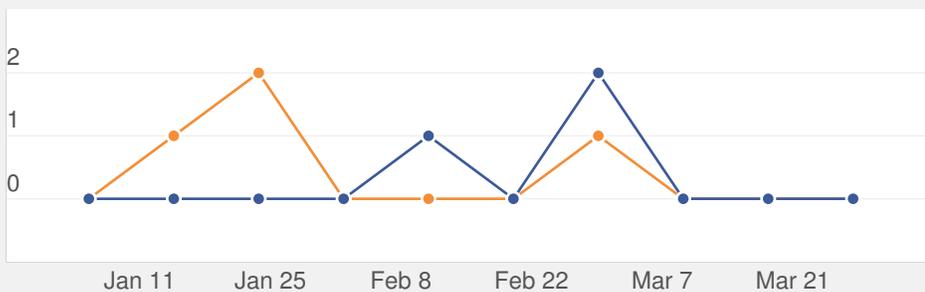
 **0** Link Clicks

 **4** Mentions

 **3** Retweets

DAILY INTERACTIONS

@MENTIONS 4 RETWEETS 3



OUTBOUND TWEET CONTENT

 **1** Plain Text

 **0** Links to Pages

 **3** Photo Links

First Quarter Web and Digital Visitor Guide Statistics

Month	Web Visits 2016	Web Visits 2015	Unique Web Visits - 2016	Unique Web Visits - 2015	VG online unique visitors	VG online page views
January	5,920	6,064	5,218	5,204	114	3,943
February	6,747	6,100	5,879	5,277	229	7,848
March	8,915	7,207	7,661	6,243	435	12,821
April		7,511		6,462		
May		9,798		8,049		
June		13,063		11,234		
July		14,676		12,508		
August		11,264		9,729		
September		8,821		7,700		
October		7,761		6,590		
November		5,599		4,756		
December		6,263		5,361		
2016 YTD	21,582		18,758		778	24,612
2015 YTD	19,371	104,127	16,724	89,113	3,294	85,252
2014 EOY			65,386		3,092	94,098
2013 EOY			783		764	17,590

2016 EOM VC Yearly Stats Consolidated

Month	2015 Visitor Count	2016 Visitor Count	2015 Resident Count	2016 Resident Count	2015 Promotion Guests	2016 Promotion Guests	2015 Court Inquiries	2016 Court Inquiries	2015 VC requests	2016 VC requests	2015 VG CTO requests	2016 VG CTO requests	2015 VG OSVG reader leads	2016 VG OSVG reader leads	2016 Grand Circle Leads	2015 VC Volunteer Hours	2016 VC Volunteer Hours
January	68	53	128	115	0	0	78	75	3	40	978	896	81	106	213	90.50	91.75
February	69	93	150	162	73	0	70	43	33	25	1,563	792	46	98	93	83.75	123.50
March	195	179	177	160	0	0	99	44	29	25	937	880	130	90	188	76.75	197.25
April	194		185		10		72		73		1,170		26		64	87.00	
May	360		160		174		63		17		969		243			119.50	
June	658		178		54		83		18		931		147			120.50	
July	828		181		14		62		21		759		143			106.50	
August	702		147		1		62		17		647		76			131.00	
September	810		167		0		39		14		450		236			114.75	
October	467		145		67		64		16		362		69			121.75	
November	90		108		247		55		5		328		99			131.00	
December	88		182		12		41		3		300		119			107.75	
2015 YTD	4,529	325	1,908	437	652	0	788	162	249	90	9,394	2,568	1,415	294	558	1,291	412.5
2014 EOY	2,606		2,268		991		969				8,943		2,819			881	
2013 EOY	272		990		na		na		na		27,483		na			235	

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2016

RETAIL SALES ENHANCEMENT FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>RETAIL SALES ENHANCEMENT</u>					
200-6050-111-000 SALARIES & WAGES	5,591.00	16,773.00	75,683.00	58,910.00	22.2
200-6050-112-000 CONTINUOUS PART TIME WAGES	.00	.00	10,706.80	10,706.80	.0
200-6050-113-000 SEASONAL/INTERN WAGES	.00	.00	2,300.00	2,300.00	.0
200-6050-114-000 PERFORMANCE INCENTIVE BONUS	.00	.00	1,955.00	1,955.00	.0
200-6050-116-000 STIPENDS	170.84	512.52	2,600.00	2,087.48	19.7
200-6050-141-000 FICA CONTRIBUTION	424.45	1,212.87	7,092.00	5,879.13	17.1
200-6050-142-000 401A CONTRIBUTION	374.24	1,122.72	6,055.00	4,932.28	18.5
200-6050-144-000 HEALTH/DENTAL PREMIUMS	1,333.36	4,474.10	28,495.00	24,020.90	15.7
200-6050-145-000 WORKERS COMP PREMIUM	.00	53.50	274.00	220.50	19.5
200-6050-148-000 DISABILITY PREMIUMS	17.57	52.71	244.00	191.29	21.6
200-6050-150-000 HSA CONTRIBUTION	.00	215.56	400.00	184.44	53.9
200-6050-210-000 OFFICE SUPPLIES	208.76	341.30	500.00	158.70	68.3
200-6050-211-000 POSTAGE	.00	1,587.77	10,000.00	8,412.23	15.9
200-6050-212-000 PRINTING	109.36	21,071.02	25,000.00	3,928.98	84.3
200-6050-331-000 MARKETING & ADVERTISING	7,549.42	14,658.08	20,000.00	5,341.92	73.3
200-6050-332-000 DUES/MEMBERSHIP/SUBS	.00	.00	1,000.00	1,000.00	.0
200-6050-353-000 PROFESSIONAL/CONTRACT SERVICES	3,212.80	6,122.80	30,000.00	23,877.20	20.4
200-6050-358-000 PROGRAMS	.00	5,000.00	15,000.00	10,000.00	33.3
200-6050-370-000 TRAINING/CONFERENCE/TRAVEL	.00	1,889.56	5,000.00	3,110.44	37.8
200-6050-371-000 MEETING EXPENSE	290.01	447.50	1,500.00	1,052.50	29.8
200-6050-488-000 SPECIAL PROJECTS	.00	.00	30,000.00	30,000.00	.0
200-6050-544-000 PROJECTS <\$5,000	608.36	608.36	.00	(608.36)	.0
200-6050-750-000 TRANSFER TO OTHERS	2,541.67	7,625.01	30,500.00	22,874.99	25.0
200-6050-853-000 IS INTERFUND LEASE	.00	3,377.88	13,313.00	9,935.12	25.4
TOTAL RETAIL SALES ENHANCEMENT	22,431.84	87,146.26	317,617.80	230,471.54	27.4
TOTAL FUND EXPENDITURES	22,431.84	87,146.26	317,617.80	230,471.54	27.4
NET REVENUE OVER EXPENDITURES	(22,431.84)	(65,113.52)	(24,617.80)	40,495.72	(264.5)

CITY OF MONTROSE
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 3 MONTHS ENDING MARCH 31, 2016

TOURISM PROMOTIONAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>TOURISM</u>					
290-6000-111-000 SALARIES & WAGES REGULAR	5,591.00	16,773.00	75,683.00	58,910.00	22.2
290-6000-112-000 CONTINUOUS PART TIME WAGES	1,363.20	2,786.30	10,706.80	7,920.50	26.0
290-6000-113-000 SEASONAL/INTERN WAGES	.00	.00	2,300.00	2,300.00	.0
290-6000-114-000 PERFORMANCE INCENTIVE BONUS	.00	.00	1,955.00	1,955.00	.0
290-6000-116-000 STIPENDS	170.84	512.52	2,600.00	2,087.48	19.7
290-6000-141-000 FICA CONTRIBUTION	525.25	1,422.39	7,092.00	5,669.61	20.1
290-6000-142-000 401A CONTRIBUTION	374.18	1,122.54	6,055.00	4,932.46	18.5
290-6000-144-000 GROUP INSURANCE	1,333.34	4,473.98	28,495.00	24,021.02	15.7
290-6000-145-000 WORKERS COMPENSATION	.00	53.50	274.00	220.50	19.5
290-6000-148-000 DISABILITY INSURANCE	17.56	52.68	244.00	191.32	21.6
290-6000-150-000 HSA CONTRIBUTION	.00	215.56	400.00	184.44	53.9
290-6000-210-000 OFFICE SUPPLIES	.00	73.04	500.00	426.96	14.6
290-6000-211-000 POSTAGE	78.81	1,825.52	10,000.00	8,174.48	18.3
290-6000-212-000 PRINTING	109.36	21,071.02	25,000.00	3,928.98	84.3
290-6000-331-000 MARKETING & ADVERTISING	7,727.44	16,257.08	100,000.00	83,742.92	16.3
290-6000-332-000 DUES/MEMBERSHIP/SUBS	1,130.00	1,130.00	2,300.00	1,170.00	49.1
290-6000-353-000 PROFESSIONAL/CONTRACT SERVICES	4,183.24	7,440.53	30,000.00	22,559.47	24.8
290-6000-370-000 TRAINING/CONFERENCE/TRAVEL	.00	1,787.34	8,000.00	6,212.66	22.3
290-6000-371-000 MEETING EXPENSE	2,284.22	2,384.58	1,500.00	(884.58)	159.0
290-6000-488-000 SPECIAL PROJECTS	.00	.00	30,000.00	30,000.00	.0
290-6000-544-000 EQUIPMENT/ FURNITURE <\$5,000	608.35	608.35	.00	(608.35)	.0
290-6000-853-000 IS INTERFUND LEASE	.00	4,552.16	27,313.00	22,760.84	16.7
TOTAL TOURISM	25,496.79	84,542.09	370,417.80	285,875.71	22.8
<u>GUEST SERVICES OPERATIONS</u>					
290-6005-210-000 OFFICE SUPPLIES	47.47	47.47	.00	(47.47)	.0
290-6005-221-000 OPERATING SUPPLIES	.00	(24.76)	500.00	524.76	(5.0)
290-6005-331-000 ADVERTISING	.00	12.53	.00	(12.53)	.0
290-6005-358-000 VOLUNTEER APPRECIATION PROGRAM	50.13	148.11	2,000.00	1,851.89	7.4
290-6005-360-000 PROMOTIONAL ITEMS	329.74	329.74	.00	(329.74)	.0
290-6005-371-000 MEETING EXPENSE	32.23	32.23	.00	(32.23)	.0
290-6005-544-000 EQUIPMENT/ FURNITURE <\$5,000	1,231.83	1,231.83	5,000.00	3,768.17	24.6
TOTAL GUEST SERVICES OPERATIONS	1,691.40	1,777.15	7,500.00	5,722.85	23.7
<u>PROGRAMMING OPERATIONS</u>					
290-6010-357-000 SE - FUNDING AND GRANTS	.00	.00	10,000.00	10,000.00	.0
290-6010-360-000 SE - COMMUNITY IMPACT AWARD	.00	.00	5,000.00	5,000.00	.0
290-6010-361-000 SE - COMMUNITY EVENTS	75.00	75.00	15,000.00	14,925.00	.5
290-6010-362-000 RESEARCH & DEVELOPMENT	6,500.00	6,500.00	20,000.00	13,500.00	32.5
TOTAL PROGRAMMING OPERATIONS	6,575.00	6,575.00	50,000.00	43,425.00	13.2

CITY OF MONTROSE
 EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 3 MONTHS ENDING MARCH 31, 2016

TOURISM PROMOTIONAL FUND

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>UNEXPENDED</u>	<u>PCNT</u>
TOTAL FUND EXPENDITURES	33,763.19	92,894.24	427,917.80	335,023.56	21.7
NET REVENUE OVER EXPENDITURES	(31,154.48)	(29,614.33)	41,332.20	70,946.53	(71.7)

CITY OF MONTROSE

MONTHLY SALES, USE & EXCISE TAX REPORT

Date: April 12, 2016

Month	Retail Sales Tax 3.0%			Construction Use Tax 3.0%			Use & Auto Tax 3.0%		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/Decrease</i>
Jan	1,023,082	1,001,279	2.2%	6,716	6,303	6.6%	55,775	67,126	-16.9%
Feb	1,026,745	985,473	4.2%	22,137	3,243	582.6%	76,987	106,818	-27.9%
Mar		1,130,169			24,547			94,165	
Apr		1,019,176			11,392			76,352	
May		1,078,452			38,615			82,793	
June		1,263,247			19,459			218,915	
July		1,232,283			7,836			118,590	
Aug		1,174,836			14,238			87,674	
Sept		1,198,538			12,967			103,647	
Oct		1,127,520			11,146			92,604	
Nov		1,105,167			16,908			85,572	
Dec		1,427,531			12,066			78,027	
YTD Total	2,049,827	1,986,752	3.2%	28,853	9,546	202.3%	132,762	173,944	-23.7%

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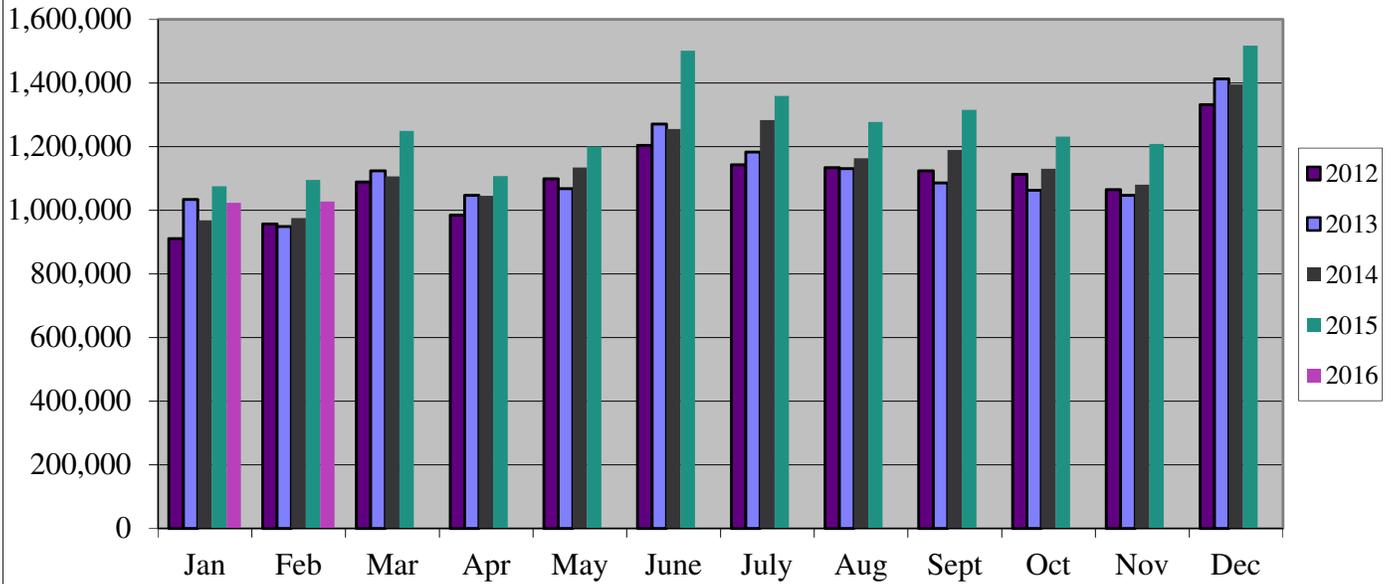
Month	Total Collected Sales and Use Tax			Sales and Use Budget		Montrose Recreation District 0.3%		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/Decrease</i>	<i>Budget 2016</i>	<i>Budget Variance 2016</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/Decrease</i>
Jan	1,085,573	1,074,708	1.0%	1,020,388	6.4%	108,558	107,417	1.1%
Feb	1,125,869	1,095,534	2.8%	1,028,093	9.5%	112,588	109,492	2.8%
Mar		1,248,881		1,189,745			124,639	
Apr		1,106,920		1,051,390			110,638	
May		1,199,860		1,152,490			119,922	
June		1,501,621		1,396,659			150,076	
July		1,358,709		1,282,920			135,801	
Aug		1,276,748		1,213,342			127,613	
Sept		1,315,152		1,245,357			131,447	
Oct		1,231,270		1,166,654			123,095	
Nov		1,207,647		1,148,629			120,702	
Dec		1,517,624		1,447,054			151,651	
YTD Total	2,211,442	2,170,242	1.9%	2,048,481	8.0%	221,146	216,909	2.0%

Month	Hotel Excise Tax 0.90%			Restaurant Excise Tax 0.80%			Total Collected Hotel & Restaurant Tax		
	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>	<i>Current Year 2016</i>	<i>Prior Year 2015</i>	<i>% of Increase/ Decrease</i>
Jan	4,144	3,994	3.8%	25,156	25,767	-2.4%	29,300	29,761	-1.5%
Feb	4,729	4,059	16.5%	28,472	25,145	13.2%	33,201	29,204	13.7%
Mar		5,023			29,412			34,435	
Apr		4,919			27,980			32,899	
May		7,946			32,397			40,343	
June		9,284			32,139			41,423	
July		14,872			35,297			50,169	
Aug		13,780			33,104			46,884	
Sept		11,485			31,830			43,315	
Oct		7,526			30,859			38,385	
Nov		4,265			25,984			30,249	
Dec		4,092			28,794			32,886	
YTD	8,873	8,053	10.2%	53,628	50,912	5.3%	62,501	58,965	6.0%

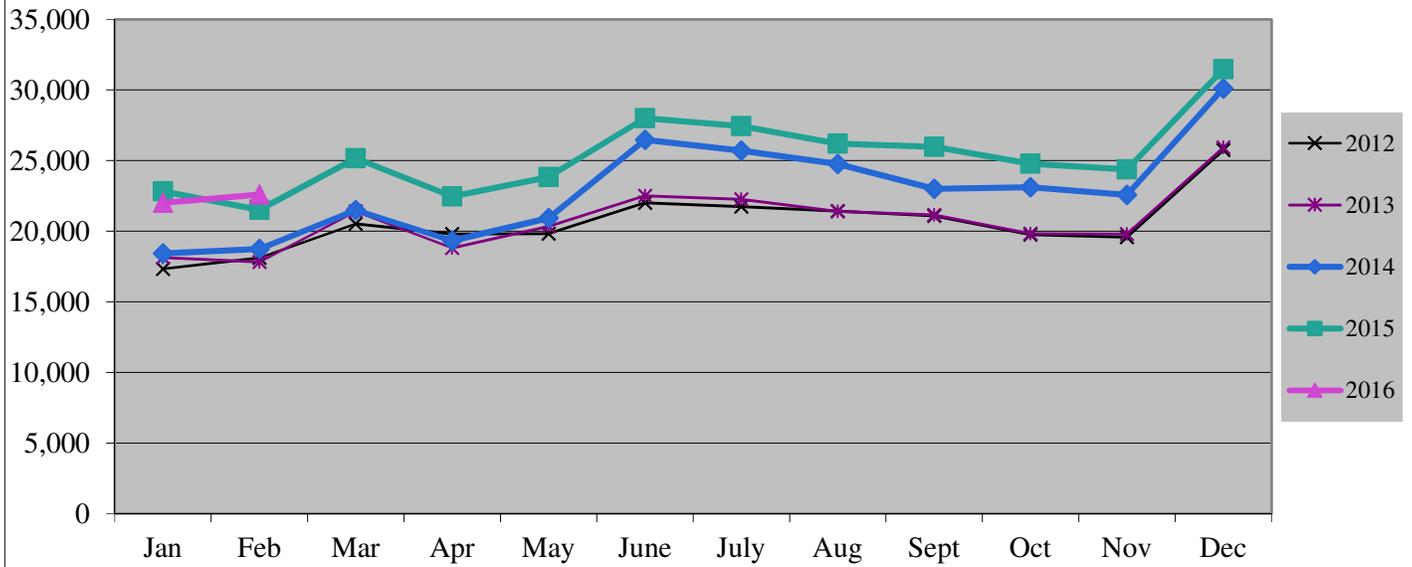
Hotel & Rest. Budget		
Month	<i>Budget</i>	<i>Budget Variance</i>
	<i>2016</i>	<i>2016</i>
Jan	28,562	2.6%
Feb	28,029	18.5%
Mar	33,050	
Apr	31,577	
May	38,732	
June	39,775	
July	48,193	
Aug	45,037	
Sept	41,601	
Oct	36,852	
Nov	29,032	
Dec	31,560	
YTD	56,591	10.4%

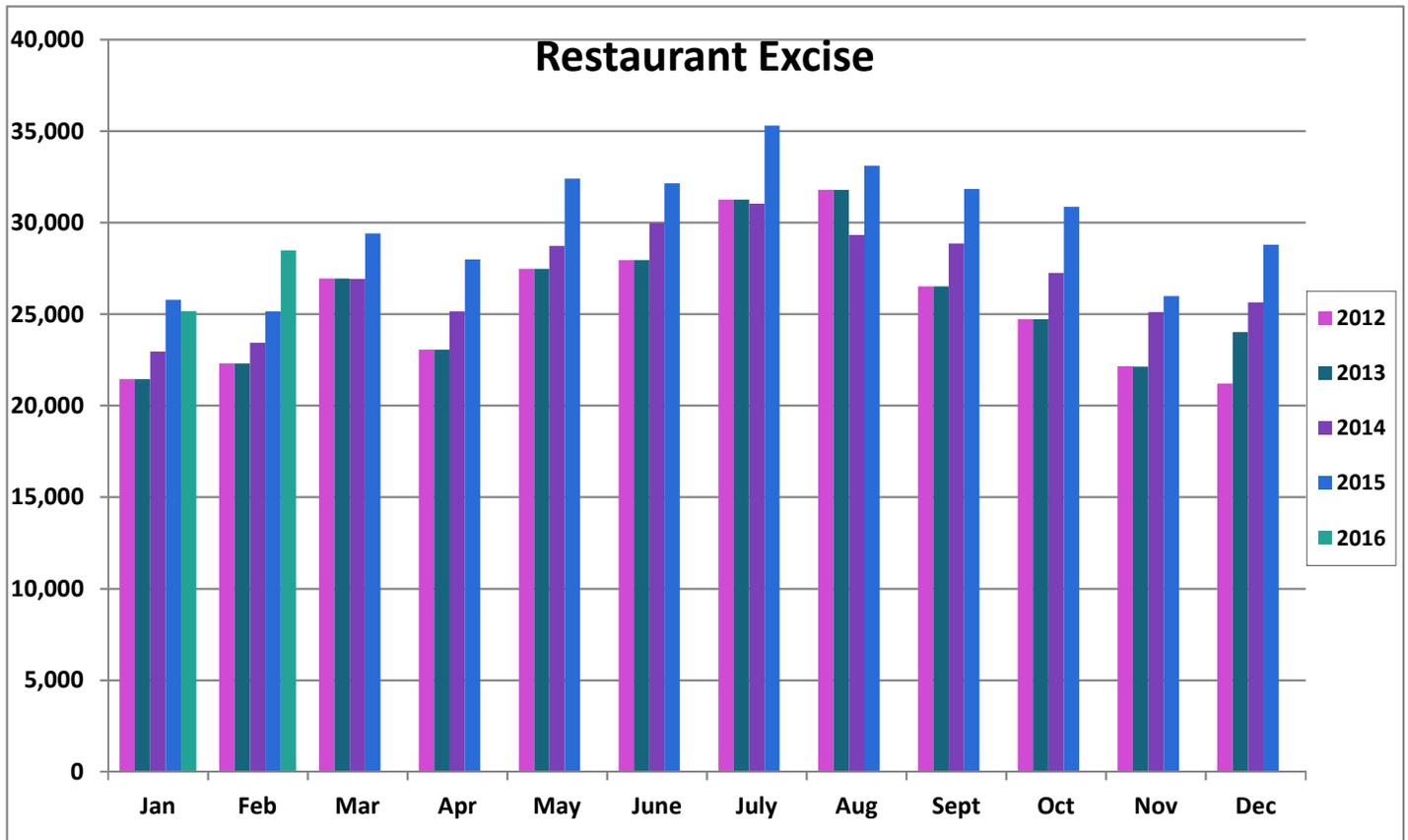
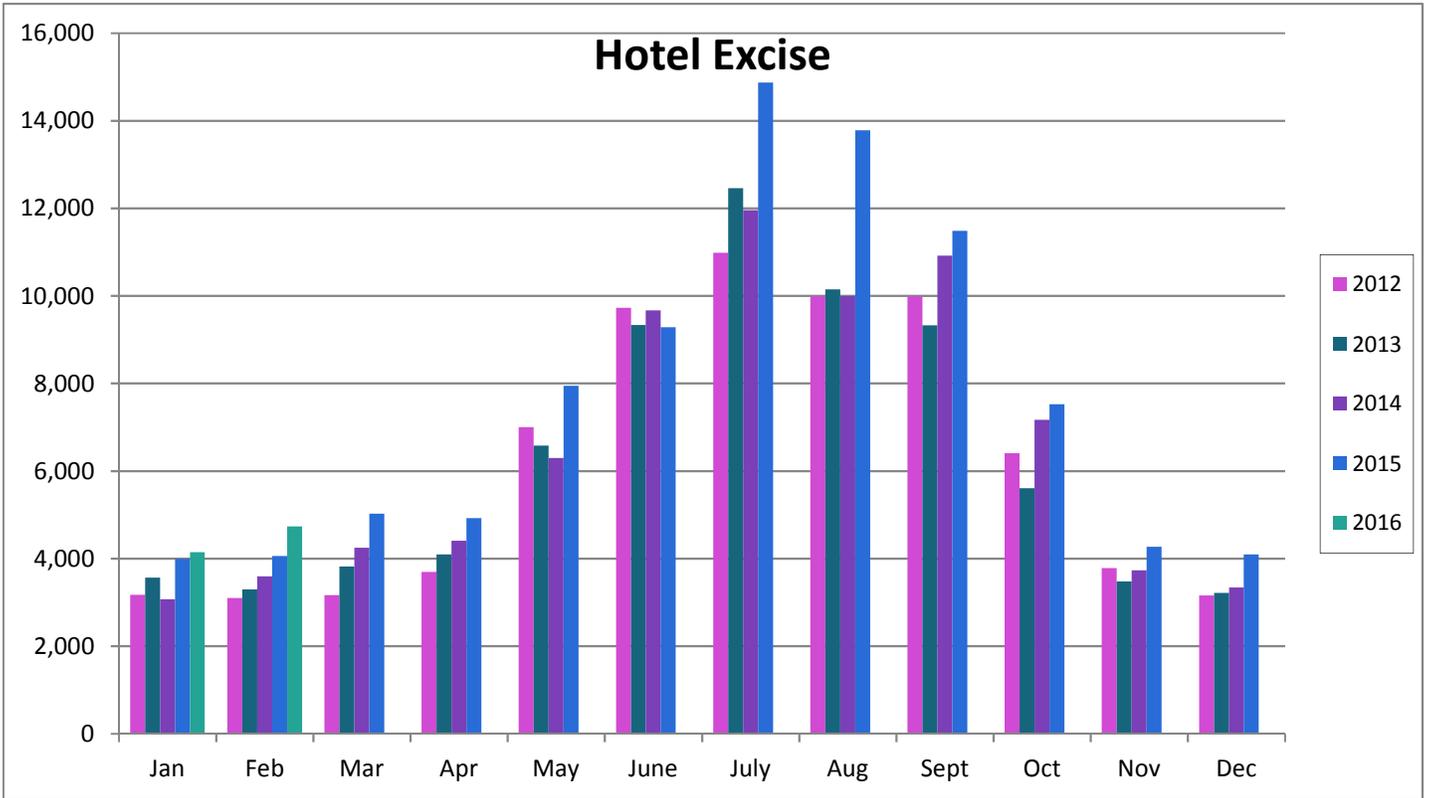
Retail Enhancement Program		
Current Year 2016	Prior Year 2015	<i>% of Increase/ Decrease</i>
		<i>Decrease</i>
22,008	22,814	-3.5%
22,584	21,507	5.0%
	25,162	
	22,445	
	23,837	
	27,992	
	27,441	
	26,204	
	25,969	
	24,785	
	24,380	
	31,457	
44,592	44,321	0.6%

TOTAL CITY SALES & USE TAX



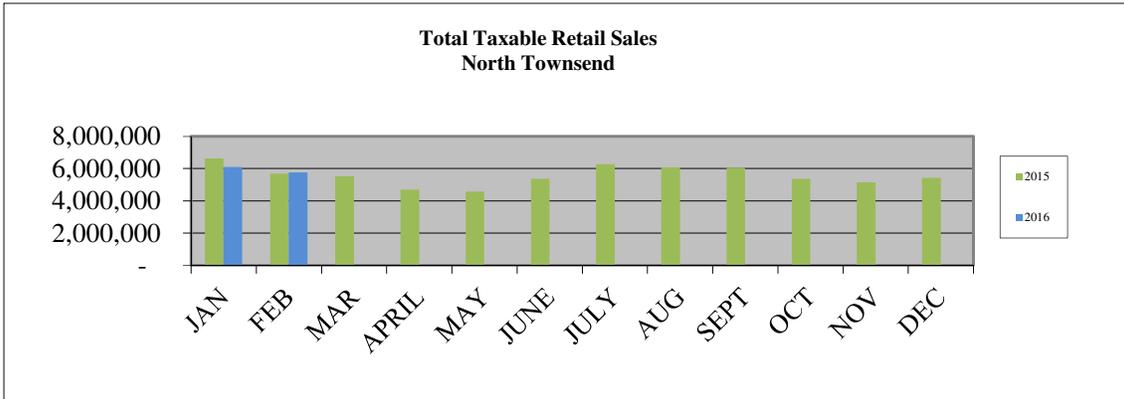
Retail Enhancement Program







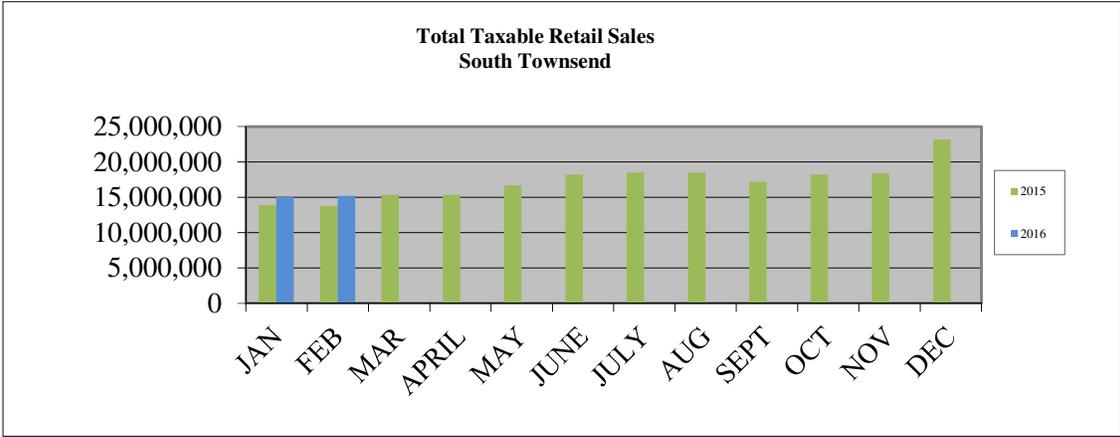
AREA 1: 2011=DDA BOUNDARY



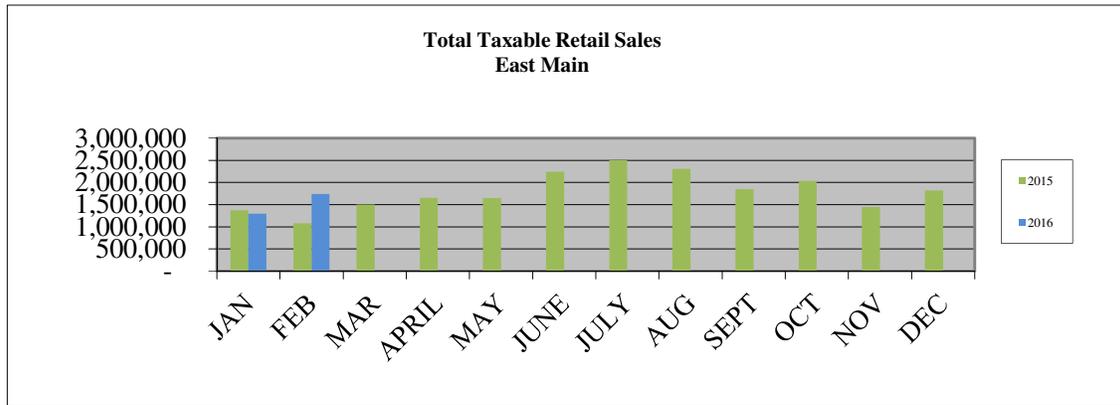
AREA 2: *NORTH CITY LIMIT TO NORTH 2ND STREET



AREA 3: MID TOWNSEND SOUTH 2ND STREET TO E OAK GROVE RD



AREA 4: SOUTH TOWNSEND E OAK GROVE RD TO SOUTH CITY LIMIT



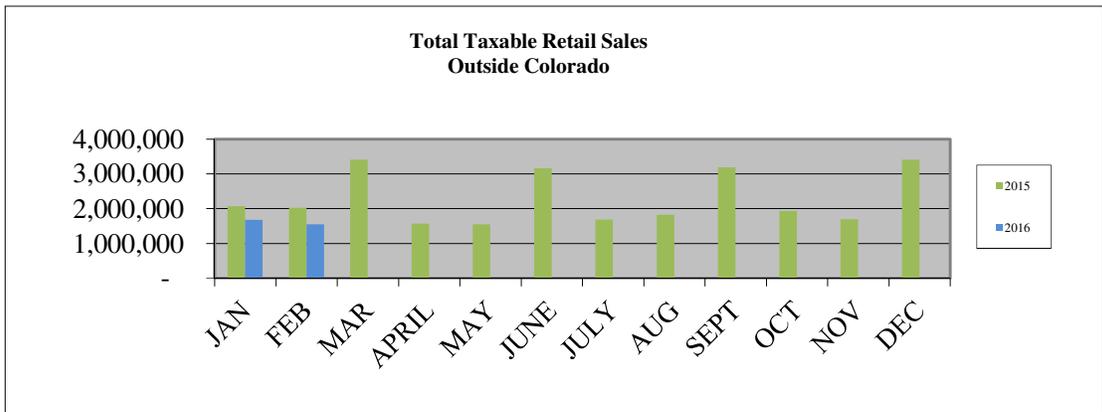
AREA 5: EAST MAIN SAN JUAN AVENUE TO EAST CITY LIMIT



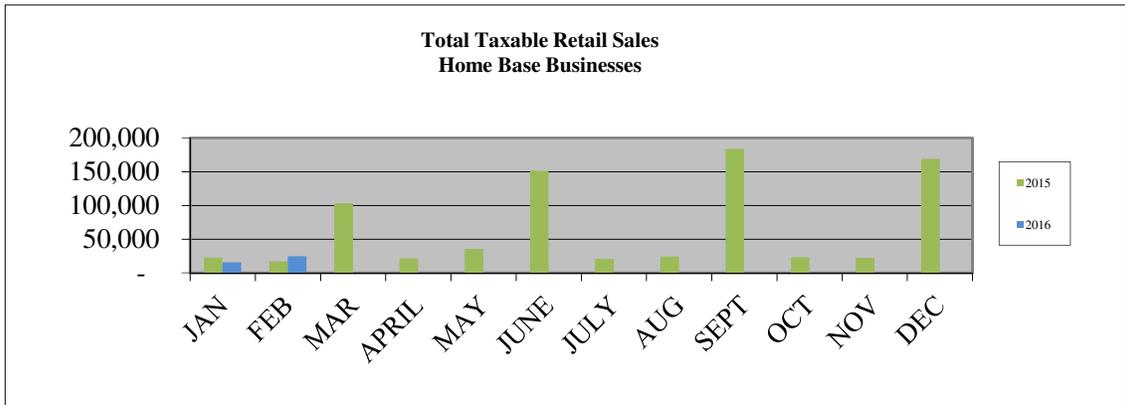
AREA 6: ALL OTHER LOCATIONS INSIDE CITY LIMITS OF MONTROSE



AREA 7: OTHER CITIES WITHIN COLORADO



AREA 8: OUTSIDE COLORADO



AREA 9: HOME BASE BUSINESSES



Tourism Retail Advisory Committee
Montrose Public Lands Office
February 23, 2016

Members:

CJ Brafford

Debbie Blanchard

Edd Franz

Eric Feely

Fletcher Flower

Kathy Ellis

Paul Derence

Paul Zaenger

Rick Warner

Scott Beyer

Scott Voorhis

Vince Fandel

Agenda:

- Call to Order
- Introduction of Guests
- Announcements
- Review of December 15 Meeting Notes
- Executive Report
- Old Business
 - TRAC Procedures and Policies
 - Adjustments regarding co-chair and approval of Procedures and Policies
 - Co-chair and secretary (nomination and appointment)
 - Election of members (assigning existing members to staggered terms)
 - TRAC Member Orientation (approval)
- New Business and General Discussion
 - Setting TRAC measures of success for 2016
 - Proposals for creating and organizing working groups (budget, marketing, etc.)
- Adjourn
- Tour of BLM Facility

Notes:



- The meeting was called to order at 7:37 a.m. by Kathy Ellis
- The following members were present: CJ Brafford, Edd Franz, Eric Feely, Fletcher Flower, Kathy Ellis, Paul Zaenger, Rick Warner, Scott Voorhis, Vince Fandel
- The following members were absent: Scott Beyer, Paul Derence, and Debbie Blanchard

Announcements

- Plans were made for hosting the next meeting at The Bridges.

Review of December 15 Meeting Notes

- CJ asked about location of display stands and criteria for placement. Displays are placed at locations with high visitor traffic and visitor center staff and volunteers maintain and supply the stands in cooperation with the business proprietor.
- There were no other comments or adjustments regarding the meeting notes.

Executive Report

- Ed Franz related his positive experiences at the International Sportsmen's Expo (ISE). An issue that arose from the visitors at the expo was the need for access routes from RV parks to public lands. Other counties, such as Hinsdale, have approved routes.
- David showcased three activity-specific print materials that were developed for ISE. The materials will be used to supplement the existing rack cards and will be included with visitor guide fulfillments and relocation packets in cases where the requestor expresses a specific interest.
- Event Partnership Programs – David related the basic structure and philosophy of the revised event programs document. It has a tighter focus on placing resources toward events that align with the OBT's goal of increasing overnight stays and retail sales. The new document has five event categories: Community Impact Awards, marketing assistance for events with a potential to draw visitors, group events where the OBT can provide support to encourage organizers to host their events here, competitive team sports events, and proposals for new events that fall outside the other categories. David fielded several questions regarding specific provisions in the new program document. OBT has discussed the need/potential for another program that would support tourism infrastructure development that drives tourism activity year-round rather than limiting support to events that boost tourism activity over a couple of days and typically at times when hotel and restaurant activity is already strong.
- Kathy highlighted the year-end 2015 sales and use tax report, which demonstrated 20% increase in retail sales. The report reflects well on the RSE and TP efforts that have been implemented thus far.



Old Business

- TRAC Procedures and Policies
 - Adjustments were made regarding a co-chair arrangement, based on feedback received from TRAC in December. The policy now provides for co-chairs; the City Council representative and a member selected by the committee. This adjustment adds stability and continuity to TRAC leadership. All members present agreed.
 - There is a conflict in the policy's provision for staggered two-year member terms and a two-year election cycle. David proposed two possible solutions; either two-year terms with an annual election cycle or four-year terms with a two-year election cycle. Two-year terms, each beginning in April, were preferred with a standing elections working group.
 - Co-chair and secretary (nomination and appointment)
CJ Brafford was selected as the co-chair and Debbie Blanchard was nominated to serve as secretary. David was assigned to follow up with her.
 - Election of members (assigning existing members to staggered terms)
It was agreed that members in each category will be assigned to different election cycles to maintain continuity across election cycles. Three of the existing members (Vince, Rick, and Edd) volunteered to be placed in the first year cycle that ends April 2017. The committee agreed that David could assign the remaining members to their terms (year one ending April 2017 and year two ending April 2018), which are proposed as follows:

Lodging Industry

- Rick Warner (Year one)
- (Vacant - Year two)

Restaurant Industry

- Scott Voorhis (Year one)
- Eric Feely (Year two)

Retail and Recreation Industry

- Debbie Blanchard (Year two)
- Fletcher Flower (Year one)

Outdoor Recreation

- Paul Zaenger (Year one)
- Edd Franz (Year two)

Heritage or Agritourism Industry

- CJ Brafford (Year two)

Business Group or Organization

- Scott Beyer (Year one)

At Large

- Vince Fandel (Year one)
- Paul Derence (Year two)

- TRAC Member Orientation (approval) – The orientation is for new TRAC members, with the option for existing members to attend if they wish. A shortened orientation schedule was recommended, but no adjustments were made to the orientation content.



New Business and General Discussion

- Setting TRAC measures of success for 2016 – David emphasized the intent for the TRAC to provide more active input to the OBT and its efforts. Staying within budget and gathering more specific information for measuring progress within each of the interest segments represented on TRAC were suggested.
- Proposals for creating and organizing working groups (budget, marketing, etc.) – The following working groups and member assignments (where specifically requested) were created:
 - Budget – Vince Fandell, Fletcher Flower
 - Marketing – Paul Zaenger, Edd Franz, Rick Warner, CJ Brafford
 - Events – Scott Voorhis, Eric Feely
 - Election –
 - Advocacy/Outreach –

Working groups will submit written progress and activity reports to David prior to each quarterly meeting for placement in the meeting packet. OBT staff members will be assigned to each group when needed.

Adjourn

- The meeting was adjourned by Kathy Ellis at 8:59 a.m.

