

**Pagosa Springs CDC Work Session Notes**

**June 27, 2017**

**Board in Attendance:** Jason Cox, Jodi Scarpa, Laura Mijares , Jimmy Munozcano , Mike Heraty, Sherry Waner

**Board Absent:** Nicole DeMarco, Neal Johnson, Michael Whiting

**Staff & Guests:** Neil Aldridge- Equifax,Mary Jo Coulehan – Chamber; Debra O’Neill-Chamber; Jill Seyfarth – Region 9, Guests: Marshall Dunham - Pagosa Springs SUN, Bill Hudson – Pagosa Daily Post, James Dickhoff, Alan Roth, Jesse Hensle, Sam Cassidy, Mayor Don Volger, Greg Shulte, Jennifer Green, Jay Smith, Shelly Hogue, Marty Rose, Jenelle Syverson, John Janowski, Bob Hart, Mark Weiler, Morgan Murri, Nerissa Whittington, Marianne & Bob Kavli, Val & Ron Halvorson, Heather Simpson, Robin Bropst, Bob Scott, Laurie Heraty, Kelly Dunn, Daren Richey, Yvonne Wilcox

The work session began at 11:10 a.m. with Jason welcoming Neil Aldridge of Equifax Inc. for a presentation on data driven marketing, “Growing Impact of Big Data Analytics on Travel and Tourism”. Mr. Aldridge began with an explanation of his role as a data interpreter with the goal of letting the data obtained speak for itself. He explained that using data driven marketing can help businesses spend more efficiently, helps companies to grow more profitably, and know where to spend their marketing dollars.

The data obtained would need to be a collaborative effort from businesses in Pagosa Springs to provide basic demographics of their visitors. The most basic data would need to include name, address, zip + 4 and an age of the visitor. The ideal data would include dollars spent, length of stay, season, and activities. 2 years of data takes approximately 6-8 weeks for analysis and costs approximately $50,000.

The detailed analysis provides a snapshot of a fixed point in time so that our consumers can be put into a behavior demographic and then are assigned a cohort. This information is extremely valuable because our businesses will be able to see the type of people that are currently coming to Pagosa Springs and can use marketing dollars to attract the type of consumers that they would *like* to attract to our area.

After the presentation Neil opened up the room for questions.

* How do we expand our markets? Time & change. Make sure we are marketing to the right folks.
* Will increasing visitors make our situation with the lack of employees and our housing shortage worse? Data would help prioritize projects. Pagosa Springs doesn’t have to change. The analysis is just a mirror. Data could help an apartment developer for example understand what the need is and encourage them with concrete data.
* What’s next? Drive the process for gathering data. A project management team needs to be established, funds need to be obtained from Town, County, and the local business community. After a team is formed, what questions do we want to get answered?

Mr. Aldridge concluded his presentation, invited guests then departed. The work session continued at 1:08 pm.

The May 23rd work session meeting notes were reviewed for accuracy. Any changes, please give to Deb or Mary Jo by Friday.

The financials were reviewed. The CDC is running $4,000 under projections in member revenue but has $10,000 in operating cash.

Mary Jo gave a Chamber update. The taxes were completed for the CDC for 2016, the annual meeting was reviewed and she has had only 2 consultations during June.

The August 3rd quarter economic forum was discussed. Brian Lewandowski or Rich Wobbekind will be presenting. The tentative dates will be Friday, August 11th or Friday, August 18th at the Springs Ecoluxe Building with a 50 person capacity.

Jason gave a broadband update.

The board then summarized the delivered value of the data presentation. To drive membership and support, send CDC applications to stakeholders and invited guests to the presentation. Mary Jo offered to help in any way with this administrative task if requested.

SBDC update. Rich is the only consultant in summer. Liz Ross is retiring. Members of the SBDC advisory board will review resumes and b=vet the first round of applicants.

With no further business, the work session was concluded at concluded at 1:45 pm.