

**Pagosa Springs Community Development Corporation**

**Work Session Notes March 28, 2018**

**1st Southwest Bank**

**Board In Attendance:** Neal Johnson, Sherry Waner, Jodi Scarpa

**Board Absent:** Jason Cox, Michael Whiting, Don Volger, Laura Mijares, Mike Heraty, Mike Dreyspring

**Staff & Guests:** Heather Otter – Region 9, Mary Jo Coulehan – staff, Jennie Green – PSAT, Chris Mannara – The SUN, Nate Walowitz - NWCOG

The work session was called to order by Jodi Scarpa at 11:04 a.m.

The work session started off with a conference call with Nate Walowitz asking him to explain his role in helping the NWCOG in their broadband efforts.

* Nate has been the regional broadband coordinator for the past 4 years. He reviewed his work in counties and communities such as Moffat, Pitkin, Breckenridge, Rio Blanc and the collaboration efforts between private providers and the communities.
* Nate believes he will be doing work with the SWCOG beginning about July 1. He anticipates that he will spend about 1 week out of every 6 weeks in SW Colorado from his commitment in NW CO. He would work with vendors, act as an intermediary should we hire a consultant or perform the work as a consultant. He could also help us identify grant opportunities.
* We would have to work with Miriam at the SWCCOG to arrange how much time Archuleta County would be allotted.
* We were informed that Miriam is looking for a match for a DoLa grant to help fund this position, but we do not know what the match is looking for.
* Mary Jo is to contact Miriam about the costs SWCOG is looking to get a match for, time allotment we would be extended and other details.
* There was a discussion about whether we want to open up the Broadband RFP again. We should look at it again and narrow the scope of work.

Jennie Green gave an update on acquiring data analytics

Some of the data outcomes she would like to see would be:

* % of sales tax collected local vs. visitors
* Data to improve marketing performance: digital advertising
* What are visitor spending
* Based on interests, what businesses would move here
* Jennie would also like to have access to the raw data
* She will be meeting with the EDCC and perhaps OEDIT to obtain some data for low or no cost.

There were no changes to the February Work Session notes. Mary Jo reviewed the action items and all were followed up on.

There were no questions or changes to the financials as presented.

**Chamber Update**

* Mary Jo referred the board to her report.
* We had 3 consultations in February and so far in March.
* We did have a previous consultation move to Pagosa. MJ is still offering assistance in resume review and community contacts.
* MJ will be working on the Blueprint 2.0 SBDC Certified Small Business Community Grant with Gary Hedgecock.

**Old Business**

* The CDC Strategic Planning session has been moved to Thursday, April 12 from 11 a.m. -2 p.m.
* The CDC Annual Meeting has been confirmed to be held on Wednesday, May 9 at the Springs Resort & Spa beginning at 5:30. We will follow the same format as we have in past years.
* Upcoming Elections
  + Mary Jo brought up some points she would like to see clarified in the by-laws. If there are the same number of people slated to be elected as there are the number of open elected seats, then we could just approve the slate instead of voting in individual members. If there are more people vying for the seats then there are seats, we can hold a person by person voting process. The board agreed that we could do this at the annual meeting and then reflect these changes into the by-laws.
  + We need time to review the candidates and set up the ballots. It is not stated in the by-laws by when a member can apply and then run for the board.
  + Mary Jo will put a notice in the paper for those interested in running for the board to apply by April 20. We can then review the candidates at our April 25 work session.
  + Neal mentioned that he is willing to serve and attend meetings, but doesn’t feel like he is contributing much or doesn’t have a lot of time to contribute to outside projects. The board disagreed!
  + Mary Jo mentioned that to receive some of the data that Jennie is speaking about, we would have to become an EDCC member. The membership is very reasonable and money is available in the budget. The board instructed MJ to sign the CDC up as a member.

With no further business the work session adjourned at 12:48 p.m.

Action Items