**Pagosa Springs CDC Regular Meeting Minutes**

**October 23, 2018**

**Pagosa Springs Chamber of Commerce Conference Room**

**In attendance:** Jodi Scarpa, Sherry Waner, Matt DeGuise, Mike Dreyspring, Neal Johnson, Michael Whiting, Jim Garrett, Laura Mijares

**Board Absent:** Mike Heraty

**Guests:** Mary Jo Coulehan – CDC administrator, Chris Mannara – PS SUN, Rich Lindblad – The Lindblad Gp, Jennie Green – TOPS, Mike Woodley, Mark Weiler, Jack Searle – BWD, Jason Cox – Riff Raff, Eric Hittle – Echo IT, Heather Otter – Region 9

A quorum was established and the meeting called to order at 11:02 a.m. by president Jodi Scarpa.

The attendees went around the room and identified themselves to the whole group.

Jim asked to make one correction on the consent agenda from the meeting minutes of September 12 under budget review. He asked that we change the wording from “…plan for increasing membership *dues* to membership *volume*”. *Neal moved to approve the consent agenda with the one correction, Michael Whiting seconded*. The consent agenda was unanimously approved with the one change.

Jodi brought up the discussion item of future meetings, both work sessions and regular board meetings.

* The general consensus was that we have a lot of topics on our plate and the group would prefer to continue regular meetings.
* It was determined that we will continue the regular meeting scheduled on Wednesday, November 7 at 5:30 p.m. at the Chamber and the work session on Wednesday, November 28 at 11:00 a.m. at 1st Southwest Bank. There would be no meetings at this time in December.
* We will begin to hold monthly board meetings starting in January 2019 on the 2nd Wednesday of the month at the chamber and dispense with the work session meetings. Mary Jo will send out an invitation and block the meeting space.
* *Michael Whiting moved to approve the new schedule, Neal seconded.* Motion carried.

**Chamber/CDC MOU**

* Mary Jo reviewed the proposed 2019 MOU between the Chamber of Commerce and the CDC. There have been new duties added for 2019 and more definition assigned to duties currently being performed but not charged for. The requested contract rate has also been increased from $36,000 to $42,000 to reflect these additional duties.
* Neal mentioned that the meeting between the chamber and CDC was productive and believed that we would continue these meetings at least bi-annually. He also queried if there has been a rep from the Chamber on the CDC board. There was in the past but there is not currently. This topic is to be discussed at a future work session meeting. Michael suggested that there might be strategic sessions quarterly between the 2 boards.
* *Sherry moved to approve the MOU, Mike D. seconded*. The motion passed unanimously.

**Broadband Presentation**

* Jason Cox began the presentation and noted that the community has been working on broadband for several years. This project has come up with a current assessment, findings, and next steps for redundancy, capacity, and coverage. The broadband improvement will be done with no tax or bond increase. It will take an investment from the governmental agencies and the funds will primarily be used as matching funds for the new DORA (Department of Regulatory Agencies) broadband grants using High Cost Funds. Other communities are currently spending millions of dollars for broadband expansion.
* Rich Lindblad of The Lindblad Group, the broadband project coordinator, and Eric Hittle, subcontractor on the project with Echo IT gave a presentation on the current coverage, what some other community models are, and some possible next steps to achieving a build-out plan. With this plan, an addition 1000+ households/businesses would be added or receive increased coverage. Broadband Project Report available for more detail.
* The recommendation was to request from the Town and the County $200,000 total to move the projects forward. A 3-5 year build out plan was included in the presentation.
* There was a discussion of the Carrier Neutral Location space and the possibility that the hospital would be an excellent location since some of the fiber was already at that location.
* It was noted that at this time there is nothing in the model for a maintenance fund or fiber insurance to keep up the integrity of the fiber that the town and county own. We would also need to look at ways to make the broadband coordinator position self-sustaining as well as including money for a maintenance plan.
* The CDC will need to ask for funding from the town and county in their 2019 budgets to move this broadband initiative forward. We will review this request when we discuss the CDC budget.

**2019 Budget Discussion**

* There was a discussion about the significant increase in the Membership Investment (dues) category from 2018.
  + We need to have substantive actions
  + Based on activities that the Alliance has accomplished: breakfasts, community events, and other activities, we should look to develop some activities such as those.
  + Jim suggested a “breakfast” allocation for member recruitment.
  + Jodi mentioned that we already have $2,000 in the budget under PSCDC hosted event. However we could add more.
  + Michael said we basically need a fund raising plan. More than 50% should come from private advocacy which requires independence.
  + The group decided to table further discussion until the board meeting on November 7. An ad hoc budget subcommittee will be formed to come up with a budget action plan and then report out to the whole group at the meeting for further discussion and decision. The members are Sherry, Jodi, Mike H., Heather Otter and MJ.

**ED2020**

* Jennie indicated that the tourism board had set aside $40,000 in their budget to pursue data analytics. The focus would be related to non-sales tax issues (marketing).
* Currently, they are looking at what percentage of sales tax is being derived from out of town people. There is a concern here as many of the 2nd home owners keep their primary address as their mailing address for their credit cards. The report will need to try and factor some of these residents into the study.
* We will be looking at some New Tools for 2019
  + “Arrivalist” – Scoures visitation from ad placement to in-market presentation. It also determines the lead time visitors see an ad and the length of their visit.
  + Occupancy – We need 4 properties to supply booking information to a 3rd party research company and get aggregate data. It will analyze occupancy, ADR and Rev Par.
  + “Destination Think” – Aggregate everything said online about Pagosa.
* The CDC board received an agenda brief in their packet that Jennie had distributed to the Town Council.

With no further discussion or public comment, the meeting was adjourned at 2:20 p.m.

# Action Item

Respectfully submitted,

Mary Jo Coulehan

CDC Adminitrator