



Tourism Retail Advisory Committee Meeting

May 13, 2014 Meeting Notes

Members:

Brandon
CJ
Debbie
Edd
Fletcher
Greg
Jim

Jody
Jon
Judy Ann
Kathy
Ken
Matt
Paul D

Paul Z
Rob
Rick
Scott B
Scott V
Sinny
Vince

* Names in red indicate members who were unable to attend

Meeting start: 7:10 AM

Time of adjournment: 9:15 AM

- Come to Order
 - Review of 4/15/2014 Meeting Notes
 - April Financial Report
 - OBT Executive Report – Rob Joseph
 - Open Discussion
 - Montrose Wi-Fi Program
 - Montrose Learns Program
 - Adventure Film festival recap
 - July 4 Activities
 - Adjourn
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- Meeting Notes
 - The 4/15 meeting notes were approved, as presented, and will be posted to the OBT website
 - Financial Report
 - The April financial report was presented in a new format which incorporated the suggested changes made by members during the April meeting. All those present approved the changes
 - The activity code report was circulated and members approved the format. The activity code report will accompany the year-to-date expenditure report with the June meeting

- While reviewing the activity code report, there was discussion on the six business districts – Rob explained that this was intended to detail the “Business District Special Project” line item in the RSE budget. OBT had initially partitioned business districts into four, but decided to follow the sales tax district designations currently used by the finance department
 - Greg further explained the reasoning for the six districts
 - The report will be posted on the OBT website
- OBT Executive Report
 - The final phase of the visitor center (VC) remodeling will be complete by month end and includes the removal of the front counter to increase the welcoming effect of the center, a lobby slat wall for brochures and printed collateral, an all-glass door for the side entrance and interior signage
 - The two outdoor water fountain installations (one in front of the VC and the other at the events plaza) should be completed by June
 - The VC outdoor sign is moving forward and scheduled to be installed by June 20
 - The Official Montrose Vacation Guide will be available by the next meeting
 - VC stats – 858 total FB followers, 40785 quarterly FB total reach (Scott B asked that this number be detailed for future reporting), 78 visitors, 144 locals, 72 court guests, 4172 unique web visits, 1252 visitor guide requests through CTO advertising, 40.25 volunteer hours
 - Special events
 - Adventure Film Festival – came in at budget (minus the video footage) – limited hotel nights, but very successful overall - could be a signature event – a report will be provided at the next meeting
 - 12 applications were received, the special event committee had reviewed and scored applications and was scheduled to meet later in the morning to discuss awards
 - Discussed the restaurant special offer program – all restaurants were contacted and approximately 15 prepared special offers for convention attendees and visitors
 - OBT Special Event Office is preparing for a record June (USS Montrose, bicycle tour, VFW state convention, MTA annual convention, etc.)
 - There was discussion about the incomplete DDA application for the Fun Days of the Fourth
 - The Rotarians will host this year’s July 4 fireworks, but it appears that the city will assume fireworks responsibilities in 2015
 - OBT is involved with the Daily Press for a retail sales co-op program advertisement campaign – the 12 week campaign will feature 12 different sales tax based businesses
 - Tourism advertising
 - Full page far forward right placement in the Watch Adventure Guide – 6 month shelf life
 - Full page inside cover CTO Alive Winter Magazine – 6 month shelf life
 - Full page far forward right placement in Montrose Style along with full page letter to readers re OBT – 6 month shelf life
 - One third page far forward right placement in the AAA EnCompass to highlight byways – 2 month shelf life

- Transit Study is complete and will be sent to members for June discussion
- New OBT website pages: TRAC, Mobile App, Special Events, OBT Staff, Montrose Bucks,
- Mobile App has many activity updates and is planned for a late May/early June formal release; however, it is currently available for iPhone or Android download
- Open Discussion
 - The committee thought that that the Montrose WiFi was a great idea, but something that should have been done years ago. OBT was acknowledged for thinking of new programs, but the idea was tabled since many retailers are offering Wi-Fi, smartphones have Internet capability and potential security issues that surround open Wi-Fi. The committee thought the funds that were to go to this project could be used for other endeavors.
 - While the chamber is changing their BAH format, the committee agreed that business content overall. Rob stressed that OBT did not want to compete with the chamber and that this idea was from committee members. The OBT would like very much to work closely with the chamber, but the opportunity has not yet materialized. In the meantime, OBT will continue to fill the void created by the Chamber if there are unmet business needs. The committee was unanimous in its desire for the *Montrose Learns* program to move forward and indicated it to be a good venue to disseminate TRAC information. Committee members suggested the first meeting could be held at the Pavilion Courtyard in October and themed as an Introduction to Business Services. Representatives from the Chamber, MEDC, Region 10, and DDA would be invited to speak and provide 2 minute overviews. Rob said he would check into availability for Tuesday, Wednesday and Thursday evenings and prepare an agenda for the June meeting.
 - Greg suggested that OBT purchase brochure holders once the rack cards are completed and provide them to restaurants and hotels to start. Restaurants would have rack cards for hotel and shopping information while hotels would have rack cards for restaurants and shopping information. Both would display day trip rack cards. A special thank you was extended to Scott B for his time and diligence in locating and digging up the most recent rack cards that dated back to 2005.