



Agenda

Pagosa Springs Town Tourism Committee

Wednesday, March 14th, 2012

Town Hall

2 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Valerie Green, Madeline Lyon, Morgan Murri, RD Whittington, Kimberley Siler Bradshaw

Non Voting Attendees; Jennifer Green, David Mitchem, Mary Jo Coulehan

Please review: February Meeting Minutes, any committee reports that you receive

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – February
4. Chair Report – Bob
5. Treasurers Report – Thad McKain
 - a. Monthly Town Lodging Receipts report – January collections
 - b. Current finances
6. Subcommittee Reports
 - a. Budget – Thad McKain
 - b. Fulfillment – Jim Smith
 - c. Marketing, website, trade shows – Chirag Patel

- i. Internet Honey Integration – new lead gen reporting
 - ii. Update on 2012 Marketing Plan
 - iii. PR / Media Relations RFP – vendor recommendation
 - iv. Phone App – vendor recommendation
 - d. Central Reservations- Valerie Green
 - i. Book Direct Update
 - e. Events – Jim Smith
 - i. 2013 CFDA National Championship Bid
 - ii. Funding request from Cruise-a-Thong
 - f. Visitors Center report – Mary Jo Coulehan
 - g. Special Projects – Jim Smith
 - h. Lodging Compliance Program – Valerie Green
 - i. Review Outreach Results
 - i. Wayfinding and Signage - Jon Johnson
 - i. 2012 plans
 - j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
 - k. Other Capital Improvements
 - l. Visitor Center subcommittee –Morgan Murri
 - m. Ambassador Program
 - i. 2012 Plans
 - n. Holiday Subcommittee – Madeline Lyon
 - i. Circus update
 - o. Climbing Subcommittee – Morgan Murri
- 7. TTC Director Report – Jennie
- 8. Old Business
- 9. New Business

a. Public Comment

b. Any other new business to come before the Committee

10. Adjournment