



Agenda

Pagosa Springs Area Tourism Board

Tuesday, February 9th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; CK Patel, Steve Wadley, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: December Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – January
4. Chair Report
 - a. Board positions
5. Tourism Director Report – Jennie Green
 - a. DMAI Marketing Innovation Summit
 - b. Graphic Design RFP
 - c. Group Travel Update
 - d. 2016 SW Tourism Summit
6. Treasurers Report – Nick Tallent
 - a. Monthly Town Lodging Receipts report – Update
7. Subcommittee Reports
 - a. Budget
 - b. Marketing

- i. Folk Festival App promotion
 - ii. Website Vendor
 - c. Events & Infrastructure – Larry Fisher
 - i. Update on climbing / bouldering rocks in town parks
 - ii. Meeting with Parks & Rec Commission 2/9/16 at 5:30pm to discuss Bouldering; Dustin English with Voormi will join
 - d. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. Chimney Rock CDOT sign on Hwy 84
 - ii. Update on various projects
 - e. Visitor Center
 - i. New Information Kiosks
 - f. Tax Compliance
 - i. Update
- 8. Old Business
- 9. New Business
 - b. Public Comment
 - b. Tourism Board Ideas and Comments
- 10. Adjournment