



# Agenda

## Pagosa Springs Area Tourism Board

Tuesday, May 10th, 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: April Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – April
4. Chair Report
  - a. Board positions
    1. Lodging Seat – no nominee
    2. Chamber of Commerce Seat – Jon Johnson
    3. Board of Realtors Seat – Lee Riley
    4. At Large (4) – Larry Fisher, Stephen Durham, Nick Tallent, Criselda Montoya, Steve McKain
5. Tourism Director Report – Jennie Green
  - b. SW Tourism Summit Recap
  - c. Pagosa Springs History Museum
  - d. Schedule events and marketing subcommittee meetings
6. Treasurers Report – Nick Tallent
  - a. Monthly Town Lodging Receipts report – Update

## 7. Subcommittee Reports

- a. Budget
- b. Marketing
  - i. Crowd Riff – social media / content platform
  - ii. Hot Springs Loop
  - iii. Ski Clubs
- c. Events & Infrastructure – Larry Fisher
  - i. Update on climbing / bouldering rocks in town parks
  - ii. Infrastructure request – Wolf Creek Trailblazers
  - iii. New Event Funding Request – Schutzenfest–Octoberfest
- d. Wayfinding and Signage – Steve McKain / Jon Johnson
  - i. Update on various projects
- e. Visitor Center
  - i. Kiosk Roll Out
- f. Tax Compliance
  - i. Discuss plans for 2016

## 8. Old Business

## 9. New Business

- b. Public Comment
- b. Tourism Board Ideas and Comments

## 10. Adjournment