



# Agenda

## Pagosa Springs Area Tourism Board

Tuesday, October 13th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

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

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: September Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – September
4. Chair Report
5. Tourism Director Report – Jennie Green
  - a. 2016 CTO Grant – Historic Hot Springs Loop
  - b. 2015 Audience Surveys
  - c. Map Updates & New brochures
6. Treasurers Report – Stephen Durham
  - a. Monthly Town Lodging Receipts report – Update
7. Subcommittee Reports
  - a. Budget
    - i. Review of 2016 Budget

- b. Marketing
    - i. Hosting Media Writers and FAMs
    - ii. CTO Sales Mission – Toronto
  - c. Events & Events Infrastructure – Larry Fisher
    - i. Bike Racks
    - ii. Mountain Express Transit
    - iii. 2016 Event Funding
      - 1. Application / Schedule
    - iv. Review 2015 final reports:
      - 1. Drive 4 Corners (BMW event)
      - 2. Pagosa Springs Center for the Arts
  - d. Wayfinding and Signage – Steve McKain / Jon Johnson
    - i. Update on 2015–2016 projects
  - e. Visitor Center subcommittee
    - i. New hire
    - ii. 2015 Maintenance Budget – Meeting Room Remodel
  - f. Tax Compliance
    - i. Update
8. Old Business
- a. CDT Gateway Community
9. New Business
- a. Public Comment
  - b. Tourism Board Ideas and Comments
10. Adjournment