



Agenda

Pagosa Springs Town Tourism Committee

Tuesday, June 23, 2009

Community Center

4:00pm – 6:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, John Harper, Bob Hart, Jon Johnson, Suellen Loher, Janis Moomaw, Morgan Murri, Angel Preuit, Dan Rosenblatt, Pam Shoemig, Jim Smith

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

Please review: April Minutes, Any committee reports that you receive

Please bring: Agenda, Any Committee reports you feel are needed

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – May
4. Chair Report – Bob
 - a. PR opportunities
5. TTC Coordinator Report
 - a. Reprint of Visitors Guides
6. Treasurers Report – Dan
 - a. Monthly Town Lodging Receipts report
 - b. Current finances
7. Subcommittee Reports
 - a. Budget – Dan

- b. Fulfillment Package – Jim – Winter “Official Visitors Guide”
 - c. External Marketing/PR- Dan Rosenblatt
 - d. Website- Jennie
 - e. Events – Janis –
 - f. Visitors Center report – Mary Jo
 - g. Out of the Box Brainstorming – Jim Smith
 - h. Lodging Occupancy Reports – Daniel
 - i. Lodging tax audit – Daniel – recommendation to Town Council to approve lodging facility audits
 - j. Local Collaboration/ Local PR - Morgan Murri
 - k. Capital Projects - Suellen
 - l. Viral Marketing – West
 - m. Customer Service program - John
8. Old Business – Discussion of County Lodging facilities voluntarily collecting a fee in the amount equal to Town Lodging Tax and submitting to TTC for increased marketing opportunities.
9. New Business
- a. Town Manager – Economic Development discussion
 - b. Stephen McCurry - Colorado Travel Channel
 - c. Any other new business to come before the Committee
 - d. Public comments
10. Adjournment