

# Retreat Agenda

## Pagosa Springs Town Tourism Committee

Friday, September 17th, 2010

River Pointe Cafe

9:00am - 4:00pm

Meeting called by: Bob Hart

Attendees: Voting Members; Daniel Gonzales, Doris Green, Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Morgan Murri, Angel Preuit, Pam Shoemig, Jim Smith, Chirag Patel

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

Please review: Any committee reports that you receive

Please bring: Agenda, Committee reports

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**8:45am:** Breakfast, Coffee, Meet & Greet

**9:00am – 9:20am:** Introduction

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of August Minutes
4. Board Training Video

**9:20am – 10:20am:** 2009 / 2010 Subcommittee Progress & Accomplishments; 2011 Plans

1. Chair Report
2. Fulfillment – Jim Smith
3. Marketing / PR / Website – Daniel Gonzales (interim)
4. Trade shows – Pam Schoemig
5. Central Reservations- Pam Schoemig
6. Events – Daniel Gonzales
7. Capital Projects

- a. Signage and Wayfinding - Jon Johnson
- b. Reservoir Hill Task Force –Thad McKain, Larry Fisher
- c. Fishing Project – Larry Fisher

8. Visitor Center – Morgan Murri

**10:20am – 10:30am:** Break

**10:30 am – 11:30 am:** TTC / Town Council Work Session to review TTC accomplishments and future goals and direction

**11:30am – 12:30pm:** Lunch / Break

- a. Open discussion / brainstorming on new ideas / projects during lunch

**12:30pm – 2:30pm:** 2011 Goals & Priorities

**2:30pm – 2:45pm:** Break

**2:45pm – 3:45pm:** 2011 Budget Discussion

- a. Determine 2011 budget allocations, based on 2011 priorities
  - a. Marketing (includes advertising, PR, trade shows, Cen res, website)
  - b. Events
  - c. Capital Projects
  - d. Visitor Center
  - e. Other

**3:45pm – 4:00pm:** Wrap Up; Conclusion