



# Agenda

## Pagosa Springs Town Tourism Committee

Wednesday, July 11<sup>th</sup>, 2012

Ross Aragon Community Center

4 pm

Meeting called by: Bob Hart

Attendees: Voting Members; Larry Fisher, Bob Hart, Jon Johnson, Thad McKain, Jim Smith, Chirag Patel, Valerie Green, Morgan Murri, Kimberley Siler Bradshaw

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

Please review: May Meeting Minutes, any committee reports that you receive

Please bring: Agenda, Committee reports

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1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – June
4. Chair Report – Bob
  - a. New Chamber Member Appointment
    - i. Stacy Boone – Step Outdoors
  - b. New Lodging Association Appointment
    - i. Carla Shaw – Springs Resort
5. Treasurers Report – Thad McKain
  - a. Monthly Town Lodging Receipts report –May collections
  - b. Current finances

6. Subcommittee Reports

- a. Budget – Thad McKain
- b. Fulfillment – Jim Smith
- c. Marketing, website, trade shows – Chirag Patel
  - i. June lead generation update
- d. Central Reservations- Valerie Green
- e. Events – Jim Smith
- f. Visitors Center report – Mary Jo Coulehan
- g. Special Projects – Jim Smith
- h. Lodging Compliance Program – Valerie Green
- i. Wayfinding and Signage - Jon Johnson
  - i. Area sign / map updates
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
- k. Other Capital Improvements
- l. Visitor Center subcommittee –Morgan Murri
- m. Ambassador Program
- n. Holiday Subcommittee
  - i. Red, White n’ Brews recap
- o. Climbing Subcommittee – Morgan Murri

7. TTC Director Report – Jennie

8. Old Business

9. New Business

- a. Public Comment
- b. Any other new business to come before the Committee

10. Adjournment