



# Agenda

## **Pagosa Springs Town Tourism Committee**

Wednesday, April 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, Madeline Lyon, Morgan Murri, RD Whittington, Kimberley Siler Bradshaw

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

Please review: March 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 – March
4. Chair Report – Bob
5. Treasurers Report – Thad McKain
  - a. Monthly Town Lodging Receipts report –February collections
  - b. Current finances
6. Subcommittee Reports
  - a. Budget – Thad McKain
  - b. Fulfillment – Jim Smith

- i. New Request Information form live; auto response emails being sent with conversion triggers built in
- c. Marketing, website, trade shows – Chirag Patel
  - i. March lead generation update
  - ii. Phone App – contract signed
- d. Central Reservations- Valerie Green
  - i. Book Direct Update
- e. Events – Jim Smith
- f. Visitors Center report – Mary Jo Coulehan
- g. Special Projects – Jim Smith
- h. Lodging Compliance Program – Valerie Green
  - i. Jennie working with County / Sweetbooks to reach out to non responsive or non compliant properties
- i. Wayfinding and Signage - Jon Johnson
  - i. Area sign / map updates
  - ii. New Hot Springs Banners
- j. Reservoir Hill Task Force – Thad McKain, Larry Fisher
  - i. Ft Lewis College update
- k. Other Capital Improvements
- l. Visitor Center subcommittee –Morgan Murri
- m. Ambassador Program
  - i. 2012 Plans
- n. Holiday Subcommittee – Madeline Lyon
  - i. Circus update
  - ii. Red, White n’ Brews lineup announced
- o. Climbing Subcommittee – Morgan Murri
- p. 2012 Tourism Conference

- i. Promotion underway
  - ii. Conference scheduled from 5-7pm on Tues, April 24<sup>th</sup> and 9am – 5pm on Wed, April 25<sup>th</sup>
- 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