



AGENDA BRIEF

MEETING: Town Council - 21 Feb 2019

FROM: Jennifer Green, Tourism Director

PROJECT: Resolution 2019-06, Appointing Tourism Board Member

ACTION: Discussion and Possible Action

PURPOSE/BACKGROUND:

OVERVIEW

The Chamber of Commerce seat on the Pagosa Springs Area Tourism Board has been open for a few months, as the Tourism Board had previously asked Jon Johnson to move to an at large seat. The Chamber waited until their recent board elections and retreat in order to provide a recommendation for their open seat. The Chamber is recommending Jenelle Syverson. A letter of recommendation has been included in the packet for review. The Tourism Board voted to recommend the Chamber's appointment to Town Council and the Board of County Commissioners during their meeting on February 12th. The draft minutes reflecting their vote are included in the lodging tax report in the packet for reference. This appointment brings the Board back to full capacity. The current members of the Tourism Board include:

- Town Council Appointed Seat: Madeline Bergon
- Board of County Commissioners Appointed Seat: Steve Wadley
- Lodging Seat: Shane Lucero
- Board of Realtors Seat: Lauri Heraty
- Chamber of Commerce Seat: Jenelle Syverson (proposed)
- At Large Seats (4): Julian Caler, Nick Tallent, Jon Johnson, Michael Whiting

ATTACHMENTS

- Letter of Recommendation - Chamber of Commerce
- Resolution 2019-06

ATTACHMENTS:

[Syverson PSATB 02062019151904](#)

[Res 2019-06 PSATB Board Appts Feb2019](#)

FISCAL IMPACT:

There is no fiscal impact to appointing members to the Pagosa Springs Area Tourism Board

TOWN COUNCIL GOALS & OBJECTIVES:

RECOMMENDATIONS:

The Pagosa Springs Area Tourism Board recommends that Town Council approve Resolution 2019-06, appointing Jenelle Syverson to the Chamber of Commerce seat on the Pagosa Springs Area Tourism Board.



February 6, 2019

Jennie Green
Pagosa Springs Area Tourism Board
P.O. Box 1859
Pagosa Springs, CO 81147

Dear Jennie & Tourism Board,

At the recent Chamber of Commerce board retreat, it was decided that we would like Jenelle Syverson to be the Chamber representative on the PSATB replacing Jon Johnson as our representative.

Jenelle Syverson is the owner of The Choke Cherry Tree. She is an involved business owner and understands the importance of tourism in our community, what it takes to run a successful business in our community and through the chamber, understands event production, marketing and regional and statewide engagement. She was the first SCAPE candidate from Pagosa and also serves on the GGP board. She has attended past PSATB meetings just as an interested business member so is familiar with your processes as well. We believe that Jenelle would be a qualified addition to your board and hope that you will present her nomination to Town Council.

Should you need any further clarification or have any questions, please contact me.

Respectfully,

A handwritten signature in black ink that reads "Mary Jo Coulehan". The signature is fluid and cursive.

Mary Jo Coulehan
Executive Director

TOWN OF PAGOSA SPRINGS, STATE OF COLORADO

RESOLUTION NO. 2019-06

A RESOLUTION OF THE TOWN OF PAGOSA SPRINGS,
COLORADO APPOINTING JENELLE SYVERSON TO THE
PAGOSA SPRINGS AREA TOURISM BOARD.

WHEREAS, Town Ordinance No. 678 creates bylaws for the Pagosa Springs Area Tourism Board; and

WHEREAS, Section 16.4.12(2)(a) of the municipal code requires the appointment of nine (9) members of the Board representing the different sectors of the community; and

WHEREAS, the Pagosa Springs Area Tourism Board recommends the appointment of Jenelle Syverson to the Chamber of Commerce Seat as a member of the Pagosa Springs Area Tourism Board for a two (2) year term; and

THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF PAGOSA SPRINGS,

1. **Appointment of Pagosa Springs Area Tourism Board Members.** Jenelle Syverson is hereby appointed to serve as the Chamber of Commerce representative of the Pagosa Springs Area Tourism Board for a two (2) year term, commencing on February 21st, 2019 and concluding on February 21st, 2021.
2. **Severability.** If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.
3. **Effective Date.** This Resolution shall take effect and be enforced immediately upon its approval by the Town Council.

ADOPTED THIS _____ DAY OF _____, 2019, BY THE TOWN COUNCIL OF THE TOWN OF PAGOSA SPRINGS, BY A VOTE OF _____ IN FAVOR, _____ AGAINST.

TOWN OF PAGOSA SPRINGS

By: _____
Don Volger, Mayor

ATTEST:

By: _____
April Hessman, Town Clerk