



Board of Directors Initial Meeting

08/02/2022

Agenda

1. Open Meeting & Introductions 9:00-9:15
 - a. Board Members
 - i. Initial Voting Members
 1. Kerry Barnhart (County)
 2. Scott Turnmeyer (Town)
 3. Jesse McClain (Joint County & Town)
 4. Hannah MacKinnon (Town, lodging)
 5. Gillian Greenfield (County, lodging)
 - ii. Ex Officio
 1. Letasha Thompson – Town Council
 2. Lizi Lewis – Town Staff
 3. Delores Oates – County Supervisor
 4. Taryn Logan – County Staff
 - b. JLL – Bethanie DeRose
 - i. Contractor for DMO foundational services
 - ii. Facilitator for initial board meetings
 - c. DFR Registered Agent – Stephen Jerome, Joseph F. Silek, Jr., P.C. Attorneys & Counselors at Law

2. Administrative 9:15-9:45
 - a. Election of officers
 - i. President – Chairman of the Board
 - ii. Vice President
 - iii. Secretary
 - iv. Treasurer
 - b. Bylaw Review & Approval
 - i. Set Director Terms (A & B)
 - c. Committee Nominations & Approvals
 - i. Executive Committee (bylaws)
 - ii. Search Committee (ad hoc)
 - d. Bank Review & Approval
 - e. Funding Overview (budget in section 5)
 - f. MOA with Town and County Review & Approval
 - g. Set regular monthly meetings
 - h. Existing Contracts for Assignment
 - i. JLL



- ii. Joseph F. Silek, Jr., P.C. Attorneys & Counselors at Law
- iii. Social Status Inc.

- 3. Review of Work to Date 9:45-10:30
 - a. Joint Tourism Committee Overview & Goals
 - b. Budget Highlights (budget detail for FY23 in section 5)
 - c. Marketing Initiatives
 - i. Digital Placements
 - ii. Print Placements
 - iii. Social Efforts
 - iv. Website Updates
 - v. Visitor email newsletters
 - vi. Event Support
 - vii. Grants received
 - viii. Report FY21-22
 - d. Visitor Center Refresh
 - i. Original layout and operation
 - ii. Vision for VC operation
 - iii. Progress through refresh
 - iv. Staffing and schedule
 - v. Maintenance and other operations
 - e. Stakeholder Engagement
 - i. Newsletters and monthly updates
 - ii. Public Town Halls in accordance with bylaws

- 4. Break 10:30-10:40

- 5. Fiscal Year 2023 (July 1, 2022-June 30, 2023) 10:40-12:00
 - a. Budget detail
 - i. Personnel and Administrative
 - 1. Finance and payroll platforms – approval for new systems
 - ii. Marketing
 - 1. Media buys for print and digital
 - 2. Sponsorships for events – application and matrix for review
 - 3. ARPA grant funds distribution
 - iii. Visitor Center Operations
 - iv. Miscellaneous
 - v. Approval of FY23 Budget
 - b. Strategic goals
 - i. Deliver new overnight visitors into the destination
 - ii. Alignment with mission
 - iii. Measurement and reporting



- iv. Onboard new staff
 - 1. Hiring of Tourism Director
 - 2. Search Committee interviews
 - c. Visitor Center
 - i. Phase 2 Implementation
 - ii. Staffing & Volunteers
6. Additional Discussion
7. Adjourn