



## Regular Board of Directors Meeting

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11/17/2022

### Agenda

1. Call to Order
2. Administrative
  - a. MOA Updates
  - b. Director Search Paused
3. Progress Report
  - a. Marketing Updates
    - i. Partner requests
      1. VTC renewal confirmed
      2. Historic Garden Week – April 15, 2023
      3. Purple Lizard Maps
    - ii. Fall Campaign
      1. Come for the Leaves, Stay for the Stars
    - iii. Winter Campaign
      1. Come for Winter Adventure, Stay for the Stars
    - iv. Primarily social and digital
      1. No printed placements for winter 2022-2023
  - b. Event Updates
    - i. Town Holiday Event
    - ii. Photo Contest Completed
  - c. Visitor Center Updates
    - i. Staffing plans
    - ii. Hours
    - iii. Installation in January
4. Additional Discussion
5. Adjourn