



Regular Board of Directors Meeting

12/15/2022

Agenda

1. Call to Order
2. Administrative
 - a. 501c6 IRS status filing
 - b. MOA Updates
 - c. Lease
 - d. Business Insurance
3. Progress Report
 - a. Marketing Updates
 - i. Partner requests
 1. VTC renewal confirmed
 - ii. Winter Campaign
 1. Come for Winter Adventure, Stay for the Stars
 - iii. Primarily social and digital
 1. No printed placements for winter 2022-2023
 - iv. Photo Contest
 1. "Best Views in the Valley"
 - b. Event Updates
 - i. Town Holiday Event
 - ii. Spring Event
 - c. Visitor Center Updates
 - i. Staffing plans
4. Financials
 - a. YTD Statement
5. Additional Discussion
6. Adjourn