**Regular Board of Directors Meeting**

12/15/2022

**Meeting Minutes**

Meeting called to order at 11:05 by Kerry Barnhart.

* Present, Board Members
  + Kerry Barnhart
  + Scott Turnmeyer
  + Lizi Lewis (ex officio)
  + Delores Oates (ex officio)
  + Taryn Logan (ex officio)
* Present, Guests
  + Bethanie DeRose, JLL
* Absent
  + Jesse McClain
  + Hannah McKinnon
  + Gillian Greenfield

Agenda & Discussion

Bethanie DeRose provided an update on the current MOA process with the Town and the IRS 5016c status filing. The filing was completed in December and is pending with the IRS. The Town was provided documentation to support the MOA process. The Town Attorney was in receipt of the updated MOA edits for review.

Bethanie DeRose provided an update on the plan for winter marketing in accordance with the current FY budget to keep all marketing spend on owned social and digital channels for winter 2022-2023. Bethanie DeRose also provided an update on the photo contest that was launched last year and concluded in November.

Bethanie DeRose provided an update on the visitor center operation noting that after “leaf season” foot traffic in the visitor center dropped. Bethanie DeRose commented on expected holiday travel to increase foot traffic before the new year and potentially moving to winter hours in January in accordance with budget.

Bethanie DeRose provided an update on financials year to date. A discussion was had about variances with the largest variance to budget being part time visitor center labor.

Meeting was adjourned at 12:05.