

Draft Meeting Minutes
January 31, 2022
ERTD Finance Committee

Attendance: Fran Kefalas, Bruce Flax, Tom Bourner, Jill St. Clair, Rachel Lenda

1. Approval of December 2021 Meeting Minutes. Motion to approve made by Tom Bourner and seconded by Bruce Flax. Motion passed. No abstentions or oppositions.
2. Review of Financial Documents – Motion to approve the financial documents: Tom Bourner first motion, Bruce Flax seconded. Motion passed.
3. Discussion of Market Research line item in the budget to pay a facilitator for the Ad Hoc Subcommittee. Motion requested to allocate marketing research money for the rebranding discussion. Bruce Flax made the first motion, Tom Bourner made the second motion. No abstentions, no oppositions.
4. Discussion of collateral distribution contract and new collateral material that needs to be produced for this year. Funds need to be allocated before June. Discussion needs to be addressed again in the February finance committee meeting. The group talked about the benefits of hiring CTM media with their contracts with area hotels and attractions.
5. Jill requested to talk about the next budget cycle at the next finance meeting. Mainly looking for input from finance committee and marketing committee for ideas to assist in next fiscal year.
6. Tom Bourner made a motion to adjourn, Bruce Flax made a second motion. Meeting adjourned.