



ERTD Legislative Committee

Tuesday, January 20, 2026 at 1:00pm

Zoom

<https://us02web.zoom.us/j/87070874738?pwd=wfCro8zNa28nJPbajREyabo42NdLpB.1>

Meeting ID: 870 7087 4738

Passcode: 749822

### **Special Meeting**

## **Meeting Minutes**

Attendees: Patti George, Cathy Barnard, Jordan Lumpkins

Guests: Andrea Manning

1. Call to Order
  - a. Patti George called the meeting to order at 1:05pm
2. Meeting Minutes Approval 9/30/25
  - a. Cathy Barnard made a motion to approve the meeting minutes from 9/30, seconded by Patti George. Two approvals, one abstention, the motion passed.
3. Advocacy strategy and the 2026 legislative session



- a. The committee discussed overall advocacy strategy for the 2026 legislative session, emphasizing a coordinated “divide and conquer” approach across the region.
  - b. Members discussed outreach to key constituencies, including legislators with a demonstrated interest in tourism, statewide and regional partner organizations, and local business and community stakeholders such as restaurants, arts and cultural organizations, and visitor-serving businesses.
  - c. The group emphasized the importance of aligning outreach timing with legislative activity to avoid confusion, while still positioning tourism funding as an early and essential priority.
  - d. Discussion reinforced the need to clearly communicate the return on investment of tourism marketing, particularly as a revenue-generating strategy that benefits municipalities, small businesses, and the broader regional economy.
  - e. Members also discussed leveraging upcoming regional events and business-focused convenings as opportunities to share consistent messaging and build broader awareness and support.
4. Other business
- a. The committee scheduled its next meeting for Tuesday, February 3, 2026 at 1:00pm.



5. Adjournment

- a. Patti George made the motion to adjourn, seconded by Cathy Barnard.

All in favor the meeting adjourned at 1:40pm.