

TDA Meeting Minutes

June 18, 2024 Board Meeting

Call to Order

- Paul Marion called the meeting to order at 5:33 PM

Roll Call

- Board Members: Paul Marion, Scott Cardais
- Guests: Misty Davis, Emily Lamar, Faith Finnigan, Mike Reeves, Glenn Franklin, Katie Monson

Approval of Prior Meeting Minutes

- Motion by Paul to approve prior Meeting Minutes. 2nd by Scott. Approved

Reports

Finance Report

- Note that the TDA assumed Operating Responsibilities for the VC effective June 1, 2024. Expenses and Income both increased as a result.
- Julie was not at the meeting but we reviewed her monthly Finance Report Note: Our fiscal year ends June 30.
- Revenue
 - \$3,729.78: Revenue reported in May for Occupancy in April 2024
 - \$2,530 Occupancy taxes
 - \$1,200 poster ad revenue. TDA assumes revenue of VC
 - 30,209: Occupancy taxes 10 mos YTD
 - (\$5,364): Compared to same time previous year. (Occupancy taxes only. Does not include Poster ad revenue.
 - \$64,230.31: Bank Balance as of May 31, 2024
- Expenses

TDA Meeting Minutes

June 18, 2024 Board Meeting

- \$3,568: Expenses for May 2024
- \$30,967: YTD Expenses
- \$18,233: YTD Expenses for same period in prior year
- \$12,734: Amount that expenses are higher this year.
 - Advertising is approx \$8,400 higher this year
 - Rent is approx \$3,000 higher. TDA assumes cost of VC
 - Insurance is approx \$1,100 higher. TDA assumes cost of VC
- Poster Advertising Fees
 - All fees have been collected.
- Reimburse Scott Cardais for TDA Facebook Ads Paid by him.
 - Motion by Paul to approve reimbursement in the amount of \$69.99 for TDA Facebook ads paid by Scott. Seconded by Scott. Approved

Visitor Center / Misty Davis

- Meilinda from First Peak agreed to meet with our Volunteers to discuss the role of Volunteers in area Visitor Centers.
 - Motion by Paul Marion to approve \$100 for Refreshments for this meeting. Second by Scott. Approved.
- Clarified that the \$200 approved a previous meeting was in addition to previously approved \$500 for supplies.
- Agreed in principle to three volunteer appreciation days.
- Agreed to formalizing the On-Boarding process for new volunteers.
 - Suggestion from Glenn Franklin to pair new volunteers with a "buddy" as part of the On-Boarding process. Glenn volunteered. Misty is considering this as part of the On-Boarding process she is developing.
 - ACTION: Scott agreed to draft a Mission Statement
- ACTION: Faith is working on a t-shirt design for VC Volunteers.

TDA Meeting Minutes

June 18, 2024 Board Meeting

Social Media / Faith Finnigan

- Approximately 300 FB followers and 320 Instagram followers.
- Continued pace of new posts.
- Relatively weak response to the boosted post to the Charlotte, NC area.

Old Business

- Art Alliance Use of the VC
 - Waiting on response from Allison Hull
- Farmers Market Donation Request
 - Tabled since we have not received a donation request.

New Business

- Proposal on River Vacation Promotion
 - Tabled for lack of information about reach of the podcast.
- Suggestion by Emily to contact Early Blue to discuss ways the TDA might assist in their promotion.
 - ACTION: Scott and Paul agreed to arrange a meeting with Nathan Silsbee, co-owner of Early Blue
- Recommendation by Katie Monson to sponsor a watch party for the Green River Race

Postponed to next Meeting Thu, Jul 18, 2024

(unless rescheduled to Tue, Jul 9, 2024)

- Security System for VC
- Vote on funding for next year's Coon Dog Day.

Adjourn

TDA Meeting Minutes

June 18, 2024 Board Meeting

- Motion to Adjourn by Paul Marion at 7:15PM. Second by Scott. Approved.

Summary Motions and Actions

- Motions
 - Motion by Paul to approve prior Meeting Minutes. 2nd by Scott. Approved
 - Motion by Paul Marion to approve \$100 for Refreshments for this meeting. Second by Scott. Approved.
 - Motion by Paul to approve reimbursement in the amount of \$69.99 for TDA Facebook ads paid by Scott. Seconded by Scott. Approved
 - Motion to Adjourn by Paul Marion at 7:15PM. Second by Scott. Approved.
- Actions
 - ACTION: Scott agreed to draft a Mission Statement
 - ACTION: Faith is working on a t-shirt design for VC Volunteers.
 - ACTION: Scott and Paul agreed to arrange a meeting with Nathan Silsbee, co-owner of Early Blue
 - ACTION: Scott and Paul agreed to arrange a meeting with Early Blue to learn how the TDA might be able to include them in our Social Media Program