Feather River Tourism Association

Regular Board of Directors Meeting

January 21, 2022

AGENDA

ZOOM LINK: Join Zoom Meeting

<https://zoom.us/j/7205975248?pwd=ZG1LMGJWc0N5Z1pRcjExS3c3QmxvQT09>

Meeting ID: 720 597 5248

Passcode: qp1QpZ

Friday, January 21, 2022, 9 a.m. by zoom or Chester Chamber Office

1. Call to order and introduction of audience/Public Comment.
2. Approval of Agenda
3. Approval of Minutes from the Regular Board Meeting December 10, 2021 meeting
   1. [December 10, 2021 BOARD MEETING MINUTES](https://docs.google.com/document/d/1oJjLVexKPh-Y8yXvEJh-wm9W5ZWI7exutBOwrGr-4Kw/edit?usp=sharing)
4. NEW BUSINESS and items requiring action
   1. RFA Decision to go with Carrie Hawthorne
      1. New Proposal: [Proposal from Carrie Hawthorne Consulting - FRTA website redesign.pdf](https://drive.google.com/file/d/1QdOTW-yRj21a-8uWAD4uuhc8cnwH6JoL/view?usp=sharing)
   2. Logo & Brand Discussion
      1. Ref: [rediscover-plumas.pdf](https://drive.google.com/file/d/1nPRjzNRfC_aKLRrxPkQFYX4Brg60fwUE/view?ts=61e7a6b0)
      2. Comments from Board members: [LOGO feedback](https://docs.google.com/document/d/1oSh3c4Jg4U5naAPCquOC9koi8DKjK23vMlMGCOpgIqg/edit?usp=sharing)
      3. change our logo based on negative feedback
   3. Paying Back Loans
      1. Ref: (from minutes 12/21)
   4. Microzone allocation discussion - Susan
5. FINANCIAL REPORT
   1. [2021profit and loss (1).PDF](https://drive.google.com/file/d/1h549KdBnFwwf8yGtys_mOV1zQYNKfqBl/view?usp=sharing)
   2. [2022 Budget-Cashflow](https://docs.google.com/spreadsheets/d/1og_dYHBMqT4RTy5zWM5eXgStMwRzVofYKp8FhmMwu3I/edit?usp=sharing)
6. ACTION ITEMS
   1. Approve 2021 financials
   2. Approve Financial Reports
   3. Approve Website Development by Carrie Hawthorne
   4. Approve Sharon Roberts as FRTA representative to work with Carrie
   5. Approve new logo and brand deck
   6. Paying Back Loans to lenders (1/3 loan payments of $12,000 by the end of January)
   7. Distributions to Microzones
7. UPDATES/FOLLOW UP and OLD BUSINESS (not requiring action):
   1. Newsletter - Lisa
      1. Ref: [REQUEST FOR CONTENT:](https://docs.google.com/document/d/1Kq_Bzpkp5VMg8ANQLylfl5IKuGZo5LUIRsVd6dfA-Js/edit?usp=sharing)
   2. Next steps with Tax Collectors Office
   3. Stuart’s Contract Update
   4. Update on Annual Report per our FRTMD plan- Determine steps needed/deadline - Karen
   5. There is a Need to adopt a formal process of bringing on new board members - Karen
   6. Draft Thank You Note to Donors - Susan
   7. Hiring a Marketing Director
8. Select date for next board meeting
9. Close meeting: 11:00 a.m.