

VISIT BUCKS COUNTY

Pennsylvania

Board of Directors Meeting
June 16, 2022
Bucks County Visitor Center

AGENDA

- I. Call to Order
- II. Introduction of Staff
 - a. Heather Walter, Marketing Director
 - i. Rachel Macauley, Project Coordinator
 - ii. Claudia Murtha, YouTube Host & Content Creator
 - b. Lisa Paglaicetti, Industry Relations Director
 - i. Shannon Rinker, Visitor Services Manager
- III. Reports
 - a. Secretary, *Motion*
 - b. Treasurer, *Motion*
 - c. Chair
 - i. Director Nominating Committee
 - d. President/COO
 - i. Financials
 - i. April Variance
 - ii. May Outlook
 - ii. Data & Research
 - i. STR Data
 - ii. Web Analytics
 - iii. Zartico/Analytics Presentation in Q3
 - iii. Administration
 - i. Budget Review, *Motion*
 - ii. Fiscal Realignment, *Motion*
 - iv. Marketing & Communications
 - i. Commercials
 - ii. Ale Trail Collab
 - iii. Recent Placements
 - v. Industry Relations & Outreach
 - i. Grant Program, *Motion*
 - ii. Creating Connections Event
 - iii. Industry Relations Coordinator
 - vi. Visitor Services & Visitor Center
 - i. Building Update
 - ii. Office Space
- IV. Old Business
- V. New Business
- VI. Adjournment

Next Visit Bucks County Full Board Meeting is September 15, 2022.