



Sanford Tourism Development Authority  
Wednesday March 2, 2022 at noon  
Special Meeting  
Dennis A. Wicker Civic and Conference Center

## **AGENDA**

1. **WELCOME AND INTRODUCTIONS**
2. **CALL TO ORDER**
3. **APPROVAL OF AGENDA**
4. **PRESENTATION OF BUDGET PROCESS**
  - a. Finance Director Beth Kelly
5. **PRESENTATION OF MARKETING SCOPE OF WORK**
  - a. Jan Johnson, Avenir Bold
6. **REVIEW OF STRATEGIC PLAN**
  - a. Board feedback
  - b. Strategy Review
7. **2022-23 BUDGET PLANNING**
8. **DISCUSSION OF MARCH REGULAR MEETING DATE**
9. **ADJOURNMENT**