



Sanford Tourism Development Authority  
Tuesday, May 25, 2021 at 9:00 am  
Regular Meeting

## **AGENDA**

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **GUEST PRESENTATION**
  - a. Simon Caballero with UM - Mobile Location Data
5. **CONSENT AGENDA**
  - a. Consider Approval of Minutes from April 27, 2021
6. **FINANCIAL REPORT**
  - a. Summary of Financial Statements
7. **EXECUTIVE DIRECTOR REPORT**
  - a. Announcements
8. **MARKETING REPORT**
  - a. Avenir Bold
9. **REGULAR AGENDA**
  - a. Approval of 2021-22 Sanford TDA Budget
10. **NEW BUSINESS** (action will not be taken unless necessary; items will be placed on next month's agenda for action)
  - a. Board Member Advocacy
11. **ADJOURNMENT**