



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. **PRESENTATION OF BUDGET PROCESS**
 - a. Finance Director Beth Kelly
4. **PRESENTATION OF MARKETING SCOPE OF WORK**
 - a. Jan Johnson, Avenir Bold
5. **REVIEW OF STRATEGIC PLAN**
 - a. Board feedback
 - b. Strategy Review
6. **2022-23 BUDGET PLANNING**
7. **ADJOURNMENT**