



OTAC Organization Committee

December 5, 2019

9:00 a.m.

Cameron Street Conference Room

In Attendance: Greeley Myers, Holly Redding, Shirley Dodson, Justin Kerns

Board Retreat Overview

Staff provided a recap of themes that were discussed during the 2019 OTAC Board Retreat. One of the main points of discussion during the Retreat was the restructuring of the committees and the direction each committee should head towards during 2020. There was a reevaluation exercise completed during the Retreat that helped Board members determine which projects were relevant to which committees and if there were existing projects that would be more appropriately suited to other committees.

The group discussed where the tourism taskforce should be housed. Mr. Myers mentioned that when he first started attending this committee they were trying to take on certain relevant tasks and tourism was a large focus. The organization committee then morphed into the tourism taskforce. Ms. Dodson reported at the Retreat it was recommended that Tourism be linked to the Promotions committee as opposed to Organization.

Progress Reports

Ms. Dodson reported that each committee would be responsible for creating task sheets for each project and reporting on the progress of their projects at the monthly OTAC meetings.

Upcoming Projects

Ms. Dodson reported that during the Retreat a few projects were outlined for the Organization committee to begin working on in 2020. These projects include creating a committee white page, creating a VMS/OTAC informational packet, bridging the connection between OTAC and the OTWBA, and creating a volunteer pipeline for committees, OTAC, and for events such as farmers market.