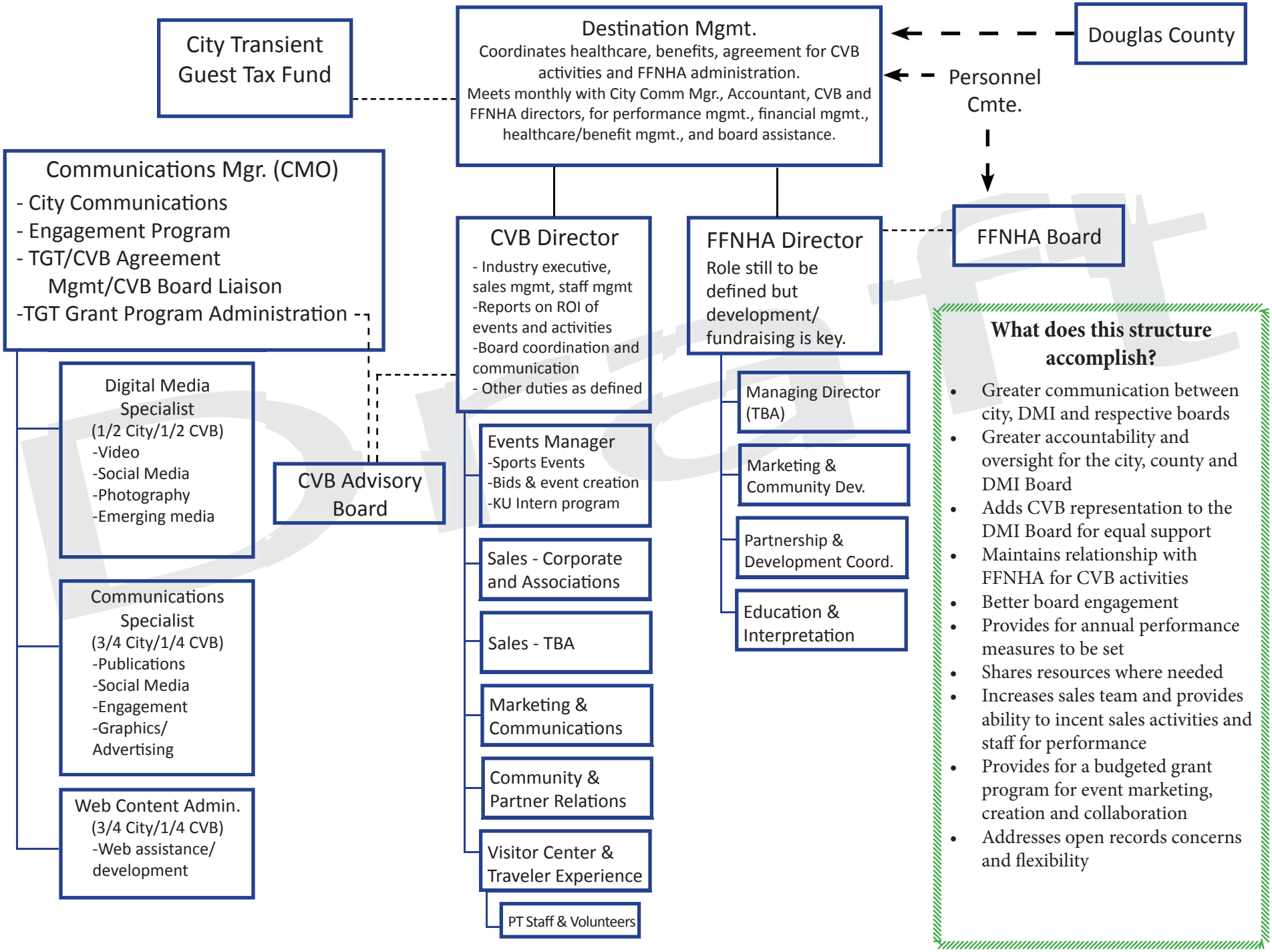
Proposal for Reorganization and Management of TGT Use



What does this structure accomplish?

- Greater communication between city, DMI and respective boards
- Greater accountability and oversight for the city, county and DMI Board
- Adds CVB representation to the DMI Board for equal support
- Maintains relationship with FFNHA for CVB activities
- Better board engagement
- Provides for annual performance measures to be set
- Shares resources where needed
- Increases sales team and provides ability to incent sales activities and staff for performance
- Provides for a budgeted grant program for event marketing, creation and collaboration
- Addresses open records concerns and flexibility

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