



# SPECIAL MEETING TBRT FUNDING

Tuesday, September 28, 2021 at 6:00 PM

RUTH TOWN HALL

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## MINUTES

### CALL TO ORDER

**ROLL CALL**-David Guy, William Steppe, Nicholas Goode, Amie Hanaway

### AGENDA ITEMS

Discuss funding of TBRT partner marketing expense.

David shared an invoice with the group for marketing expense of the TBRT. David reviewed the detailed line items on the invoice. Ruth has been asked to pay a fifth of the expense which is \$1,430.40. David communicated there are 79 posts, this breaks down to \$90.53 a post, \$596.00 a month, \$137.54 a week. David had Amie share the performance data substantiating the pricing. David communicated the county had asked each trail partner to approve the expenditure. David shared all other partners had agreed to have the county invoice each of them. David questioned the ROI for Ruth. David feels we aren't gaining \$1,430.00 of revenue to offset the cost. He does question if after the new road is in if we can leverage the trail to attract businesses. The 221 bypass itself will also attract business. David's kneejerk reaction is no; however, he does want to be a team player. If saying no violates the relationship with the trail partners and potentially sidelines Ruth, is it in our best interest to say no. He asks will this prohibit Ruth from working with the partners for potential opportunities. Amie forwarded the reports to the board, they reviewed the performance data. William agrees what they would be paying for is the relationship. He goes on to say when speaking in terms of value to the town and its citizens, he agrees with David, there is not a return. David shares the analytics are copied from Facebook and google analytics. A citizen's perspective might be replacing recycling with a website. The board, as shepherds of the town and its assets, must justify expenditures; how do you justify eliminating recycling, swapping it for a portion of marketing with no tangible, quantifiable results? There is no motion, so the issue dies. David will communicate the decision to the trail partners.

### ADJOURN

Nick makes a motion to adjourn, William seconds, passes unanimously.

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