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A regular Board of Directors meeting was held Wednesday, May 26, 2021, at the PSAAR office.

Present at the meeting: Mike Heraty, Heather Simpson, Kevin Blue, Barbara Swindlehurst, Grace Golden, Tracy Gosar, Denise McCabe, Brittany Hathorn and Melissa Swearngin. Absent: Linette Nye Schmidt, Layne Poma and Blue Pitcher Lindner.

The meeting was called to order at 9:08 am.

- I. **Secretary's Report:** Minutes presented in the meeting packet. The April minutes were approved.
- II. **Treasurer's Report:** Treasurer's report presented in the meeting packet. The April financials were approved.
- III. **President's Report:** The Board discussed increasing the advertising budget from \$2,500 to \$5,000 and the board unanimously approved the increase. The funds will be used for a series of positive PR campaign ads for a 12-month period in Archuleta County and the San Luis Valley area. Mike will bring forth a proposal of the ads at next month's board meeting.
- IV. **Regular Business:** Membership report from Melissa. The May Membership Update was approved.
- V. **New Business / Upcoming Events:** Melissa informed the Board that Scott Peterson, CAR's General Counsel, will be conducting his "10 Things" class on July 12th at the Tennyson Center – stay tuned for details.

Melissa mentioned that rooms have been reserved at The Broadmoor by CAR for herself, M. Heraty, H. Simpson and T. Gosar for the upcoming CAR Fall Forum in October.

Melissa mentioned that the New Member Orientation will be held on June 17th from 10am – 12pm at the Tennyson Event Center. A slide presentation has been prepared and NAR's New Member Orientation video will be played for the new members.

Barbara Swindlehurst requested the Bucks for Bikes campaign be put on the August/September board agenda to discuss/prepare as there is still a bike shortage.

Barbara mentioned that Habitat for Humanity is buying Chris Mountain lots which will be closing next month, and that Habitat for Humanity plans to build on said lots.

VI. **Old Business** – none

VII. **Committee Reports** – Mike Heraty discussed Tourism - tourism money is derived by the lodging tax, and it is being discussed this money be allocated for affordable housing. The Town targeted four studies by different groups on affordable housing.

VIII. Meeting was adjourned at 10:25 am

Next Meeting June 23rd in-person at PSAAR. CAR Leadership will be joining us.