



BOARD COMMITTEE “CHARTER” WORKSHEET and 2010 OBJECTIVES

Date: January 1, 2010

Name of Committee: CFHLA Political Action Committee

Chairperson: Pat Engfer
Treasurer: John Parkinson
Allied Liaison: Ron Silveira

Vice Chairperson: Jim Burns
Secretary: Michael Hanley

Charter (reason for being): To monitor, endorse, and promote Central Florida candidates during each election cycle that understand and support tourism and hospitality related issues; to annually secure and expand needed PAC funds for committee related activities.

2010 GOALS

1. Annually review the CFHLA-PAC Bylaws as it relates to board size, term limits, lodging and allied participation, and maintaining a leadership succession plan.
2. Hold election for 2010 PAC Board Officers and Conduct CFHLA-PAC Board Nominations for 2010-2011 (2 year term).
3. Continue partnership with Allied Members on the PAC Board.
4. Increase membership of the CFHLA - PAC Board to 35 members.
5. Maintain \$50 PAC contribution fee (for all Lodging and Allied members) except for CFHLA Board Members, PAC Board Members, and Allied Relations Council Board Members who, via the Declaration of Commitment, pledge a \$100 contribution. Invoices to be mailed on May 1st to avoid members adding this payment to association dues payments. Add to all PAC invoices a statement requiring a separate payments and checks to be made payable to CFHLA-PAC, per Florida Law. With this mailing a memo is to be included detailing the purpose of the CFHLA-PAC and inviting annual participation.
6. Continue, via the CFHLA Board “Declaration of Commitment,” each Board Member’s contribution to two CFHLA-PAC designated political fundraisers.
7. Implement, when warranted, the newly finalized process of CFHLA-PAC “early endorsements” for deserving “hospitality friendly” incumbents / candidates.
8. Solicit candidates for the Central Florida Political Leadership Institute.
9. Plan / prepare a PAC & CCE Budget to demonstrate funding needs.
10. For added PAC revenue, pilot a \$5 Pac surcharge, per person at select CFHLA luncheons / events.
Goal: \$3,000
11. To secure additional PAC funding:
 - Maintain the annual \$20,000 Gala PAC/CCE contribution (from the Gala Silent Auction).
 - Maintain the CFHLA-PAC / CCE Golf Outing (non-tournament) to be held in September 2010.
Goal: \$6,000 net.
 - Continue alternative fundraising through online auction. Collect a minimum of 20 hotel stays and 10 golf and restaurant certificates. Advertise this opportunity to CFHLA Membership and via industry newsletters.
12. Research and purchase signage in support of CFHLA-PAC endorsed candidates and post in strategic locations within candidate’s district.
13. Solicit volunteers from CFHLA Member Lodging establishments to support day of election assistance with posting and/or waving signs.

Thank you for your continued CFHLA support.