



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, November 7, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. October Meeting Minutes
 - b. September Financial Statement

2. Industry Partner Presentation: Super Hero Chef Owner Terrel Davis

3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Budget/Finance

4. Old Business

5. New Business

6. Next Meeting – December 5, 2019 – 8:30 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday, October 3, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, September 5, 2019 at 8:30 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Vice Chair Chris Lewis, Secretary Mary White and Treasurer David Muhendorf. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Project Coordinator Mary Fuller.

Other guests attending included: Comfort Suites DOS Silka Mitchell, Residence Inn DOS Heather McCarley, University of North Alabama outdoor recreation students Taryn Simmons and Emily Asherbranner, UNA Professor Patrick Shrewshock, FLT inter Payton Watkins, Advance Travel & Tourism account manager Wayne Emerson and Times Daily reporter Kendyl Hollingsworth.

Larry McCoy called the meeting to order and asked Advance Travel and Tourism Account Manager Wayne Emerson to give our Industry Partner Presentation. Wayne gave a report on the results of our 3rd Quarter digital ad campaign. The main campaign objective is awareness in the Memphis, Atlanta, Birmingham and Nashville markets. Over 2.4 million ads were shown resulting in 16,000 direct responses. The geo fence campaign in Nashville has had 1.2 million ads delivered to mobile devices in Nashville which resulted in 447 devices tracked to within 100 meters of downtown Florence. Other results included 80 app downloads and 946 Facebook page likes. Overall the campaign results are very successful.

7. Consent Agenda

- a. September Meeting Minutes
- b. August Financial Statement

Larry McCoy called for a motion to approve the Consent Agenda. Chris Lewis made a motion to approve the Consent Agenda. Mary White seconded the motion. Larry McCoy called for a vote on the motion to approve the Consent Agenda. The motion was unanimously approved.

8. President/CEO & Other Board Reports:

- a. Corporate Performance Rollup: Rob Carnegie presented the Corporate Performance Rollup and reported a spike in earned media due a recent Rolling Stone article and publicity leading up to Shindig and Shoals Fest. Total booked rooms, Facebook likes, enhanced listings and company visits are all showing increases over last month. The budget is on target for this time of the year.
Lodging revenues should rise over the next several months due to the recent Kayak Bass tournament we hosted, Shoals Fest and the Toyota tournament.
The 2020 budget is close to being ready and includes the strategy of hosting more events and tournaments.
- b. David Muhlendorf reported he will call a Budget Committee meeting to begin reviewing the budget and report at the next meeting.

9. Old Business

- a. Website Redevelopment: The website has been officially launched with the new Shoals logo.
- b. Larry McCoy reported the refinancing is complete and we will save approximately \$80,000 annually.

10. New Business:

- a. Rob Carnegie reported there are two softball tournaments being played at the Sportsplex and we are assisting them with working with the hotel community for comped rooms for officials.
- b. Communications Manager Randa Hovater was awarded Young Tourism Professional/Green Apple award from Alabama Mountain Lakes at their annual meeting.

11. Next Meeting – November 7, 2019 – 8:30 a.m.

Prepared By _____

Board Member _____