



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, January 9, 2020 – 9:00 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. December Meeting Minutes
 - b. 2019 Adjusted Operating Budget
 - c. 2019 October Financial Statement
 - d. 2019 November Financial Statement
 - e. Patterson, Prince & Associates – Annual Contract
2. Industry Partner Presentation: Downtown Florence Alliance – Stephanie Vess
3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Asian Carp
4. 2020 Marketing Plan
5. Old Business
6. New Business
7. Office Election
8. Next Meeting – February 6, 2020 – 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday, December 12, 2019 – 9:00 a.m.
Florence/Lauderdale Visitor Center

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, December 12, 2019 at 9:00 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Rob Jones, Haley Newton, Secretary Mary White and Treasurer David Muhlendorf. Staff attending included, President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Residence Inn DOS Heather McCarley, Hampton Inn Downtown DOS Bonnie Wallace, Comfort Suites DOS Silka Mitchell, Marriott Shoals Hotel & Spa GM Larry Bowser and Times Daily reporter Bernie Delinski

1. Consent Agenda

- a. November Meeting Minutes
- b. 2020 Operating Budget

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

2. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie presented the new Corporate Performance Rollup format. Leads, FAM tours and earned media are all showing increases. There are still some economic impact studies that will be reported on the final rollup.
Rob reported on attending Travel South International and having 32 appointments with group travel operators.
- b. Alison Stanfield reported that the final adjusted budget will be presented at the January meeting for review and approval.

3. Old Business: Rob Carnegie reported that the Event Funding Request letter was sent to our special event partners. They have until February to request funding and report economic impact, overnight stays and community benefit. The requests will go to the Special Events Committee for review and recommendations.

4. New Business: Larry McCoy recommended the Personnel Committee conduct an annual performance review of President/CEO Rob Carnegie and report at the next board meeting.

5. Next Meeting: Mary White made a motion to change the January meeting to the January 9 due to the New Year holiday. David Muhlendorf seconded the motion. Larry McCoy called for a vote on the motion to change the January meeting to the January 9 due to the New Year holiday. The motion was unanimously approved.

Prepared By: _____

Board Member: _____