



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, January 7, 2021 – 9:00 a.m.
Florence/Lauderdale Visitor Center - Gallery

1. Consent Agenda
 - a. December Meeting Minutes
 - b. Financial Statements – 2020 October
 - c. Financial Statements – 2020 November
 - d. 2021 Draft Operations Budget
 - e. 2020 Draft Adjusted Operations Budget
2. Industry Partner Presentation – Muscle Shoals National Heritage Area Executive Director Carrie Barske-Crawford
3. President/CEO & Other Board Reports
 - a. Corporate Roll-Up
4. Old Business
5. New Business
6. Officer Election
7. Next Meeting – January 7, 2020 - 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, December 17, 2020 – 9:00 a.m.
Florence/Lauderdale Visitor Center - Gallery

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, November 5, 2020, at 9:00 a.m. in the Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Mary White and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Times Daily reporter Bernie Delinski and Downtown Florence Alliance Executive Director Stephanie Vess.

1. Consent Agenda
 - a. November Meeting Minutes
 - b. Financial Statements – 2020 October
 - c. 2021 Draft Operations Budget

Larry McCoy called for a vote to approve the consent agenda. David Muhlendorf 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.

2. Industry Partner Presentation – Larry McCoy asked Downtown Florence Alliance Executive Director Stephanie Vess to give our Industry Partner Presentation. DFA has plans to begin First Fridays beginning in April. They have just launched a new coffee table book that is a compilation of previous historic downtown calendars as well as a written history of Florence by Billy Warren. Mainstreet Alabama has issued a new car tag that will help fund grants and workshops for small businesses located in downtowns across Alabama. DFA has been working on a rebranding and marketing study as part of the merger of DFA and Florence Mainstreet. The consultants are compiling information from a survey to identify gaps and strategies for the local business community. The Reverse Christmas Parade was a great success. Stephanie thanked the board and staff for all their assistance and partnership.

3. President/CEO & Other Board Reports

Corporate Roll-Up: Rob Carnegie presented the Corporate Performance Roll-up and reported leads and FAM tours have increased. Earned media, economic impact and room nights have also all increased due to the recent bass tournaments. Web traffic is down 34% while social media and newsletter subscribers has increased.

Rob Carnegie presented information on a company called Epsilon that created digital marketing campaigns and is able through proprietary technology provide actual visitor spending in the destination. They identify a target audience of high yield and high propensity visitors to receive our campaign messaging. Epsilon uses cross device technology to track behavior, traveling and spending. The minimum amount to create a campaign that includes reporting is \$50,000. David Muhlendorf suggested having Epsilon reps come and give a formal presentation to the Board and other partners in January.

4. Old Business: No old business
5. New Business: Mary White thanked Randa Hovater for a great job on the tinsel trail.
6. Next Meeting – January 7, 2020 - 9:00 a.m.