



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, February 4 – 10:30 a.m.
Singin’ River Brewery

1. Consent Agenda
 - a. January Meeting Minutes
 - b. Financial Statements – 2020 December
 - c. 2020 Adjusted Budget
 - d. 2021 Advisory Committee Appointments

2. President/CEO & Other Board Reports
 - a. Corporate Roll-Up

3. Old Business

4. New Business

5. Next Meeting – March 4, 2021 – 9:00 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, January 7, 2020, at 9:00 a.m. in the Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Vice Chair Rob Jones, Secretary Haley Newton, Mary White and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Muscle Shoals National Heritage Area Executive Director Carrie Barske-Crawford.

- 1 Consent Agenda
 - a. December Meeting Minutes
 - b. Financial Statements – 2020 October
 - c. Financial Statements – 2020 November
 - d. 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. Rob Jones 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 introduced Muscle Shoals National Heritage Area Executive Director Carrie Barske-Crawford and asked her to give our Industry Partner Presentation. Carrie reported the Tennessee RiverLine project encompasses 652 miles or multi modal river transportation along the Tennessee River. The Shoals area is currently part of the Rivertown program and working on getting the communities and other partners to support the program. They have formed a Leadership Committee that will host at least one paddle event and river stewardship program this year. They are also working on a master plan for Wildwood Park and expanding the Singing River Trail to Pickwick Lake.
3. President/CEO & Other Board Reports: Rob Carnegie reported the November STR report show a decrease of 18% for occupancy, 7% for Average Daily Rate and 23% for RevPar over the past 11 months of 2020.

Rob is replacing the traditional marketing plan with a Destination Outlook that will include new goals and programing and market strategies.

The Epsilon presentation meeting will be held January 7, 2021 at 2:30 at the Shoals Chamber of Commerce.

4. Old Business: Rob Carnegie reported the TID progress is moving along with letters from the hoteliers to the legislators requesting the legislation being already signed or will be signed. The next step will be meeting with the legislators and requesting the legislation be introduced when the new session begins on February 2.

Alison Stanfield reported the finance committee will review the 2020 adjusted budget and have something to present at the next meeting.

5. New Business: No new business.

6. Officer Election: Mary White reported the Nomination committee met to recommend the 2021 slate of officers to the following:

Rob Jones – chair

Mary White – vice-chair

Haley Newton – secretary

David Muhlenhoff – treasurer

Mary made a motion to approve the recommended 2021 slate of officers. David Muhlenhoff seconded the motion. Larry McCoy called for a vote on the motion to approve the Nomination Committees recommended slate of 2021 officers. The vote was unanimously approved.

7. Next Meeting – February 4 - 9:00 a.m.

Prepared By: _____

Board Member: _____