



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, March 5 – 9:00 a.m.  
Florence/Lauderdale Visitor Center

1. Consent Agenda
  - a. February Meeting Minutes
  - b. 2020 January Financial Statement
2. Industry Partner Presentation: Shoals Soul Magazine Co-Editor and Founder Bailey White
3. President/CEO & Other Board Reports
  - a. Softball Tournament Report
4. Old Business
5. New Business
6. Next Meeting – April 2, 2020 - 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes  
Thursday, February 13, 2020 – 9:00 a.m.  
Florence/Lauderdale Visitor Center

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, February 13, 2020 at 9:00 a.m. in the Marriott Shoals Hotel Landrum Board Room. Board members attending were Chairman Larry McCoy, Secretary Haley Newton, Treasurer David Muhlendorf and Mary White. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Hampton Inn Midtown DOS Kathrine Atkinson, Residence Inn DOS Heather McCarley, Hampton Inn Downtown DOS Bonnie Wallace, Comfort Suites DOS Silka Mitchell, Marriott Shoals General Manager Larry Bowser and Times Daily reporter Bernie Delinski

1. Consent Agenda
  - a. January Meeting Minutes
  - b. 2019 December Financial Statement
  - c. Watkins Johnsey Audit Proposal \$15,000

Larry McCoy called for a motion 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: Marriott Shoals Hotel & Spa General Manager Larry Bowser reported that they are halfway through their fiscal year and Rev Par is showing an increase. He plans to keep growing Swampers as a music attraction with additional items on display and special events. The conference center renovations funded through the RSA investment are complete and included a new sound and audio system, new kitchen equipment and many other improvements. They will host an open house to show off the renovations on March 22. The hotel will undergo a renovation in the winter months of 2022. The Marriott Shoals is currently ranked #11 in North America. Larry Bowser thanked the board and staff for all their support.

3. President/CEO & Other Board Reports: Rob Carnegie reported that we recently hosted the Tennessee Motorcoach Conference that included 175 delegates, a marketplace at the Conference center and five FAM tours. We also hosted a dinner and entertainment at FloBama and the Boiler Room for the group.

Advance Travel and Tourism is deploying a small social media campaign through June to help maintain high traffic on our outlets.

Rob also reported that we provided assistance to Kevin Darby for a large travel softball tournament this past fall and he had planned another event during Memorial Day weekend. Parks and Recreation will not let him secure the dates due to possible rainout games for the local leagues. If an arrangement is not met within the next few days, the tournament location will be changed. His future tournaments will also be held outside of Florence. The event includes at least 40 teams from outside the area and the economic impact of the spring and fall tournaments would be approximately \$1 million. This is larger economic impact than the AHSAA state softball tournament that is costing over \$30,000 to host. David Muhlendorf directed Rob to set a meeting the Florence City Council member Andy Betterton, Kevin Darby and the Parks and Recreation Committee to find a viable solution to salvage the tournament.

4. Old Business: No old business

5. New Business: Larry McCoy requested that we update our strategic planning and determine ways to continue reinvesting in our tourism products. We need to revisit the lodging tax increase to increase our programing budget, fund specific projects and refresh what we currently have. He suggested a strategic planning meeting in the near future.

6. Next Meeting – March 5 at 9:00 a.m.

Prepared by: \_\_\_\_\_

Board Member: \_\_\_\_\_