



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, August 6 – 9:00 a.m.
Florence/Lauderdale Visitor Center - Gallery

1. Consent Agenda
 - a. July Meeting Minutes
 - b. May Financial Statement
2. Industry Partner Presentation: Chad Davis, the District Superintendent of Northwest Alabama State Parks
3. President/CEO & Other Board Reports
4. Old Business
5. New Business
6. Next Meeting – September 3, 2020 - 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday, July 9 – 9:00 a.m.
Florence/Lauderdale Visitor Center - Gallery

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, March 5, 2020 at 9:00 a.m. in Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Vice Chair Rob Jones. Mary White and Haley Newton participated via phone. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Times Daily Reporter Bernie Delinski.

7. Consent Agenda

a. June Meeting Minutes

Mary White 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.

8. Industry Partner Presentation: Hotel Mangers – Larry McCoy asked Haley Newton to give an update on Joe Wheeler State Park. The park is getting a new online reservation system. The tornado damage has been cleared and the entire park is seeing a large increase in public usage. The campground will close in November for some additional work including a heated pool. The lodge, campground and cottages were sold out during the 4th of July.

9. President/CEO & Other Board Reports

- a. Economic Loss Report: Rob Carnegie reported that May revenues were down by 48 % over last year resulting in a \$39,000 decrease in funds.
- b. Tournament + Festival Update: The FLW Costa, BoatUS College and Lady Bass tournaments have all be completed and we still have five tournaments scheduled this fall. Shindig and Shoals Fest have officially been cancelled.
- c. Corporate Roll-Up: Earned media and leads are both up 3%. Website travel is down.
- d. State Relief Update: There are no new updates. DMOs are being encouraged to work with their local municipalities for funding relief.

10. Old Business: Alison Stanfield reported the audit is still ongoing. There is a delay due to the loss of internet from the City.

Rob Carnegie reported he has contacted Mitch Hamm to conduct a strategic planning before or after the next board meeting.

11. New Business: No new business

12. Next Meeting – August 6, 2020 - 9:00 a.m.

Prepared By: _____

Board Member: _____