



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, September 10, 2020 – 9:00 a.m.  
Florence/Lauderdale Visitor Center - Gallery

1. Consent Agenda
  - a. August Meeting Minutes
  - b. Financial Statements – June 2020
  - c. Financial Statements – June 2020
2. Special Presentation: Chris Lewis
3. President/CEO & Other Board Reports
  - a. Economic Loss Report
  - b. Corporate Roll-Up
  - c. Old Business
4. New Business
5. Next Meeting – October 1, 2020 - 9:00 a.m.

# FLORENCE

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## FLORENCE - LAUDERDALE TOURISM

Florence/Lauderdale Tourism Board Meeting – Minutes  
Thursday, August 6, 2020 – 9:00 a.m.  
Florence/Lauderdale Visitor Center - Gallery

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, August 6, 2020 at 9:00 a.m. in Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Secretary Haley Newton, Vice Chair Rob Jones and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Chad Davis, the District Superintendent of Northwest Alabama State Parks. Eugene Sak and Times Daily Reporter Bernie Delinski.

1. Consent Agenda
  - a. July Meeting Minutes
  - b. Financial Statements – May 2020

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: Chad Davis, the District Superintendent of Northwest Alabama State Parks. Chad presented a PowerPoint presentation that documented the damage of the 2019 tornados. The Day Use Area and campgrounds were destroyed. A portion of the campground and store have reopened and are experiencing high occupancy. The next phase of renovations will include adding 50-amp sites, new sewer, bathhouse and pool. Chad thanked the Board and staff for all they do for the park.
3. President/CEO & Other Board Reports
  - a. Economic Loss Report: The decrease at the end of June was \$157,000 in revenues.
  - b. Corporate Roll-Up: Rob Carnegie reported an increase in earned media of 22%, Economic Impacts is increasing as we are having events again and room nights from tournaments is up 37%.
4. Old Business: Alison Stanfield reported the audit is still underway. Rob Carnegie reported that we conducted a strategic planning meeting with Mitch Hamm and the list of potential partners will be distributed to board members soon.
5. New Business: Rob Jones reported we have an opportunity to host the Toyota Owners Tournament again this fall. They expect 213 participants, 783 room nights and \$490,000 in economic impact. Rob Jones made a motion for the Board to approve the contract to host the Toyota Owners Tournament for a tournament fee of \$10,000. David Muhlendorf seconded the motion. Larry McCoy called for a vote on to the motion for the Board to approve the contract to host the Toyota Owners Tournament for a tournament fee of \$10,000. The motion was unanimously approved.

6. Next Meeting – September 10, 2020 - 9:00 a.m.

Prepared By: \_\_\_\_\_

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