



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, October 3, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. September Meeting Minutes
 - b. August Financial Statement

2. Industry Partner Presentation: Advance Travel and Tourism 3rd Quarter Report

3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup

4. Old Business
 - a. Website Redevelopment

5. New Business

6. Next Meeting – November 7, 2019 – 8:30 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday, September 5, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, September 5, 2019 at 8:30 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Vice Chair Chris Lewis and Treasurer David Muhlendorf. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Project Coordinator Mary Fuller.

Other guests attending included: Comfort Suites DOS Silka Mitchell, Residence Inn DOS Heather McCarley, Hampton Inn Midtown DOS Kathy Atkinson, Town of Waterloo representatives Mayor Joan Farneman, Sammy Martin, Don Raper, University of North Alabama outdoor recreation students Taryn Simmons, Zavion Moss, Lida Grayce Lewis, Emily Ashbranners, Emily Nash, Professor Patrick Shrewshock and Times Daily reporter Kendyl Hollingsworth.

Larry McCoy called the meeting to order at 8:30 a.m.

7. Consent Agenda

- a. August Meeting Minutes
- b. July Financial Statement

Larry McCoy called for a motion to approve the Consent Agenda. David Muhlendorf made a motion to approve the Consent Agenda. Chris Lewis seconded the motion. Larry McCoy called for a vote on the motion to approve the Consent Agenda. The motion was unanimously approved.

8. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie reported the Corporate Performance Rollup includes gains in qualified leads, sales calls and earned media. Web analytics, Facebook, enhanced listings and email subscriptions are also showing increases.
Rob reported he recently had a meeting with the Nashville Tourism Corporation to potentially partner on suggested joint itineraries to increase the FIT markets for both of our destinations.
Rob also reported we hosted a site visit for the Tennessee Motorcoach meeting planners that will hold their state conference here in January.
Rob thanked the board for their calls, cards and flowers for the recent passing of his mother.

9. Refinancing Resolution: Chairman Larry McCoy stated that a notice of said regular meeting had been posted on the door of the location of the meeting, at Florence City Hall, and at the Lauderdale County Courthouse, at each location being posted in a conspicuous place at least seven (7) days prior to said meeting. The Chairman stated that a quorum was present and that the meeting was open for the transaction of business.

David Muhlendorf introduced the refinancing documents and made a motion to approve the resolution and supporting documentation authorizing the issuance, execution, sale and delivery of a \$1,350,000 maximum principal amount tax-exempt promissory note (visitor center refinance project), series 2019, of the Florence/Lauderdale Tourism Board and the payment thereof. Chris Lewis seconded the motion. Larry McCoy called for discussion. Chris Lewis stated the refinancing will allow us to increase programming in the future and will help increase our budget for years to come. Larry McCoy called for a vote on the motion to approve the resolution and supporting documentation authorizing the issuance, execution, sale and delivery of a \$1,350,000 maximum principal amount tax-exempt promissory note (visitor center refinance project), series 2019, of the Florence/Lauderdale Tourism Board and the payment thereof. The motion was unanimously approved.

David Muhlendorf made a motion to authorize Larry McCoy to execute the note on behalf of the Tourism Board. Chris Lewis seconded the motion. Larry McCoy called for a vote on the motion to authorize Larry McCoy to execute the note on behalf of the Tourism Board. The vote was unanimously approved.

10. Old Business

- a. Website Redevelopment: The website will be launching later this week. The staff has been reviewing the beta site. The new site will be very inclusive of Shoals areas attractions, points of interest tourism related businesses and surrounding cities.
- b. Trail of Tears: Larry McCoy asked if anyone from Waterloo would like to address the Board regarding the Trail of Tears. Waterloo Mayor Joan Farneman presented letters that were sent to the Board requesting funding. The town has currently not received any funding from outside agencies and is officially requesting support from the Board for the event taking place September 21-22.

Rob Carnegie reported that he never received the request letters and the funding had been out of the budget for the last two years due to programing changes.

David Muhlendorf suggested the Waterloo committee meet directly with our Special Events Committee early in the year and provide documentation of economic impact, hotel occupancy and other fund raising efforts.

Larry McCoy stated that he and the Board supports the Trail of Tears and Waterloo and we will provide some funding to be determined by our President/CEO Rob Carnegie. The town officials will be notified today as to the decision.

11. New Business: Alison Stanfield reported the eleven year old folding machine is no longer operational. Three quotes were obtained with the lowest being from Xerox for \$4,300.00. David Muhlendorf made a motion to approve the purchase of the folding machine from Xerox. Chris seconded the motion. Larry McCoy called for the vote on the motion to approve the purchase of the folding machine from Xerox. The motion was unanimously approved.

12. Next Meeting – October 3, 2019 – 8:30 a.m.