



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, October 1, 2020 – 9:00 a.m.
Florence/Lauderdale Visitor Center - Gallery

1. Consent Agenda
 - a. September Meeting Minutes
 - b. Financial Statements – August Statement 2020
2. Industry Partner Presentation – Hampton Inn Midtown General Manager Shawna Moore
3. President/CEO & Other Board Reports
 - a. Economic Loss Report
 - b. Corporate Roll-Up
4. Old Business
5. New Business
6. Next Meeting – November 5, 2020 - 9:00 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, September 10, 2020, at 9:00 a.m. in Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Vice Chair Rob Jones, Mary White, Secretary Haley Newton and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Chris Lewis, Times Daily Reporter Bernie Delinski, Burt Webb, UNA Lecturer Patrick Shremshock, UNA students Kyle Moore, Eduardo Quinn and Rebecca Harris.

1. Consent Agenda

- a. August Meeting Minutes
- b. Financial Statements – June 2020
- c. Financial Statements – July 2020

Larry McCoy called for a vote to approve the consent agenda. Mary White made a motion to approve the Consent Agenda. David Muhlendorf seconded the motion. Larry McCoy called for a vote on the motion to approve the Consent Agenda. The motion was unanimously approved.

2. Special Presentation: Larry McCoy addressed former Board Member Chris Lewis on behalf of the Board how much they appreciate all he did as a board member and the current board is a stronger organization because of his contributions. He also presented him with an appreciation plaque.

3. President/CEO & Other Board Reports

- a. Economic Loss Report: Rob Carnegie reported that as of August our revenues were down \$174,000 for the year. However, we are seeing positive growth on the STR report as well as hoteliers reporting positive growth in weekly occupancy.
- b. Corporate Roll-Up: Rob Carnegie reported that there are no areas of significant growth on the Corporate Performance Roll-up. There are some small increases in media and leads.

4. Old Business: Rob Carnegie reported the updated list of potential community contacts has been sent to the board along with discussion points. Board members are encouraged to begin contacting partners and documenting discussions and feedback in the spreadsheet that has been sent.

Alison reported the audit is close to completion and should be available at the next board meeting.

Rob Carnegie reported he has talked to Civitas about moving forward with the Tourism Investment District (TID) as a local legislative bill in the future. They are transitioning the program as a Tourism Recovery District as a way to overcome of the lost revenues due to COVID 19. The board will need to have meetings with local hoteliers and then elected officials.

- 5 New Business: Haley Newton suggested that the staff and board reach out to the mayors and events planning in the smaller towns and communities located in the county to offer support for each area for their special events or points of interest. Alison Stanfield suggested inviting them to a lunch meeting and present information on our resources and receive feedback from the organizers.

David Muhlendorf requested a Finance Committee meeting with the auditors prior to the completion of their report.

- 6 Next Meeting – October 1, 2020 - 9:00 a.m.

Prepared By: _____

Board Member: _____