



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

1. Consent Agenda
  - a. October Meeting Minutes
  - b. Financial Statements – 2020 September Financial Statement
  - c. 2018/2019 Audit
2. Industry Partner Presentation – Muscle Shoals National Heritage Area Executive Director Carrie Barske Crawford
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.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, October 1, 2020, at 9:00 a.m. in the Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, 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: Burt Webb, UNA Lecturer Patrick Shremshock, UNA students Kyle Moore, Eduardo Quinn and Rebecca Harris, Hampton Inn Midtown GM Shawna Moore, Residence Inn GM Kati Thompson and Yedla Hospitality Manager Teresa Tayler.

1. Consent Agenda
  - a. September Meeting Minutes
  - b. Financial Statements – August 2020

Larry McCoy called for a vote 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. Special Presentation: Larry McCoy welcomed Hampton Inn Midtown GM Shawna Moore and asked that she give our Industry Partner Presentation. Shawna explained she is back at the Hampton Inn Midtown and is the new General Manager. She reported that each month is getting better and the fishing and softball tournaments have helped tremendously. Corporate business is slowly beginning to increase. She thanked the Board and staff for all they do and requested that we keep tournaments as a priority in our budget.
3. President/CEO & Other Board Reports
  - a. Economic Loss Report: Rob Carnegie reported the STR report indicates Lauderdale County is down by \$23%.
  - b. Corporate Roll-Up: Rob Carnegie reported that earned media has had a slight increase. Economic impact and room nights we generated will show increases at the next board meeting as reports are generated from recent tournaments. Web traffic is still down over 2019. However, the staff has been very productive and creative during this time.

- c. Rob Carnegie reported we are in the process of launching a new social media campaign that will run in the Huntsville, Birmingham, Atlanta and Nashville markets to promote our Muscle Shoals Back Stage Pass program.
- d. We are also working with MSNHA to produce four videos to promote kayaking, biking, hiking and MSBSP.

4 Old Business:

- a. Community Meetings Update: Alison Stanfield reported she has created a profile for each city that includes the Mayor, special events, event venues, restaurants and other points of interest. We will invite them for a meeting in November after the election.
- b. David Muhlendorf reported the Finance/Audit Committee met with Buddy Johnsey to review a draft of the audit and the information is as expected. The accountant was very complementary of the staff and the final report will be ready for the next meeting.
- c. Rob Carnegie reported he has reached out to our hotel owners to discuss the TID in greater detail with Civitas and currently there is not enough interest to move forward with another meeting.

5 New Business: Teresa Taylor suggested a meeting with Florence Parks and Recreation and elected officials where the hoteliers express the need to accommodate travel tournaments. Larry McCoy stated we would work on that as soon as the local election is complete.

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

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

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