



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, December 12, 2019 – 9:00 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. November Meeting Minutes
 - b. 2020 Operating Budget
2. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
3. Old Business
4. New Business
5. Next Meeting – January 9 at 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday, November 7, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, November 7, 2019 at 8:30 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Rob Jones, Haley Newton, Secretary Mary White and Treasurer David Muhlendorf. Staff attending included, President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Super Hero Chef Event Coordinator Ameryca Aklin, Shoals Chamber of Commerce Membership Coordinator Becca Moon, Residence Inn DOS Heather McCarley, Hampton Inn Downtown DOS Bonnie Wallace, Comfort Suites DOS Silka Mitchell and Times Daily reporter Kendyl Hollingsworth.

Larry McCoy called the meeting to order and introduced Halley Newton, our new board member from Joe Wheeler State Park. He asked Ameryca Aklin, Event Coordinator of Super Hero Chef restaurant to give our Industry Partner Presentation. America explained that the chef got his break by being recognized by Rachel Ray, Bobby Flay and others. He currently has four locations with two more opening soon. They cater events and can accommodate large groups of up to 400 people.

6. Consent Agenda

- a. October Meeting Minutes
- b. September Financial Statement

Larry McCoy called for a motion 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.

7. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie presented the new version of the Corporate Performance Rollup for review. Earned media is showing an increase due to some recent articles and Shoals Fest coverage. Facebook followers are above the projected number. There are still some economic impact reports that will be included on the next several meetings.
- b. Budget/Finance: Rob Carnegie presented the proposed 2020 operating budget overview. David Muhlendorf reported the Budget/Finance Committee met and reviewed the budget in great detail. He made a motion to approve the presented budget to be sent to the Florence City Council and Lauderdale County Commission to review for the next 30 days. Rob seconded the motion. Larry McCoy called for a vote on the motion to approve the presented budget to be sent to the Florence City Council and Lauderdale County Commission to review for the next 30 days. The motion was unanimously approved.

c. The Board has received a proposal from Civitas to act as a consultant and write legislation allowing a Tourism Investment District (TID) tax be placed on Florence/Lauderdale County lodging properties. This will ultimately increase our operating budget. David Muhlendorf made a motion to authorize Rob Carnegie to execute and negotiate the contract up to \$5,000. Mary White seconded the motion. Larry McCoy called for the motion to authorize Rob Carnegie to execute and negotiate the contract up to \$5,000. The motion was unanimously approved.

8. Old Business: Larry McCoy stated he has heard many great comments on the new website.

9. New Business: No new business

10. Next Meeting: David Muhlendorf made a motion to change our regular meeting time to 9:00 a.m. and that the December meeting be changed to December 12. Mary White seconded the motion. Larry McCoy called a vote on the motion to change our regular meeting time to 9:00 a.m. and that the December meeting be changed to December 12. The motion was unanimously approved.

Prepared by _____

Board Member _____