



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, December 17, 2020 – 9:00 a.m.  
Florence/Lauderdale Visitor Center - Gallery

1. Consent Agenda
  - a. November Meeting Minutes
  - b. Financial Statements – 2020 October
  - c. 2021 Draft Operations Budget
2. Industry Partner Presentation – Downtown Florence Alliance Executive Director Stephanie Vess
3. President/CEO & Other Board Reports
  - a. Corporate Roll-Up
4. Old Business
5. New Business
6. Next Meeting – January 7, 2020 - 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Agenda  
 Thursday, November 5, 2020 – 9:00 a.m.  
 Florence/Lauderdale Visitor Center - Gallery

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, November 5, 2020, at 9:00 a.m. in the Florence/Lauderdale Tourism Gallery. Board members attending were Chairman Larry McCoy, Vice Chair Rob Jones Secretary Haley Newton and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Manager of Sport and Group Sales Tyler Dolan.

Other guests attending included: UNA Lecturer Patrick Shremshock, UNA student Kyle Moore, Hampton Inn Downtown DOS Bonnie Wallace and Yedla Hospitality Manager Teresa Tayler.

- 7. Consent Agenda
  - a. October Meeting Minutes
  - b. Financial Statements – 2020 September Financial Statement
  - c. 2018/2019 Audit

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.

- 8. President/CEO & Other Board Reports: Rob Carnegie presented the Corporate Performance Roll-Up and reported we are seeing an increase in Economic Impact as well and room night generated. Social media and web traffic are also showing progress. We recently hosted a AAA travel writer. Earned Media is up 3% and Sport Media is up 2.5% The Nashville’s Big Back Yard promotion is driving up social media numbers and national media attention. We are currently building the cities and towns pages on the VisitFlorenceAL.com website and will continue to add more.

Rob Jones reported the Special Events Committee met to review 2021 tournament proposals based on the committees recommendation, made a motion to host the following tournaments pending final budget approval:

Event	Date	Cost	Economic Impact
Bassmaster Elite	Potential Date- April 22-25	\$85,000	1,200,000
Kayak Bass Fishing	March 27	\$10,000	\$150,000
FLW Fishing League	March 27	\$5,000	\$150,000
ASABFA	April 24	\$6,000	\$125,000
AL Bass Trail	November 10, 2022	\$7,000	\$170,000

David Muhlendorf seconded the motion to approve hosting the 2021 events recommended by the Special Event Committee pending final budget approval.

Larry McCoy called for vote on the motion to approve hosting the 2021 events recommended by the Special Event Committee pending final budget approval. The motion was unanimously approved.

David Muhlendorf reported the Finance/Budget met to review and complete the 2021 budget that will be presented at the next board meeting.

9. Old Business:

City Council/Tourism Board meeting will try to arrange a meeting on November 12 at noon if most of the Council members can attend.

10. New Business: Rob Carnegie reported he is meeting with local hotel owner groups and hope to present a TID bill in February.

Bonnie Wallace reported room nights are improving and almost back to normal.

11. Next Meeting – December 3, 2020 - 9:00 a.m.