



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

1. Consent Agenda
  - a. June Meeting Minutes
2. Industry Partner Presentation: Hotel Mangers
3. President/CEO & Other Board Reports
  - a. Economic Loss Report
  - b. Tournament + Festival Update
  - c. Corporate Roll-Up
  - d. State Relief Update
4. Old Business
5. New Business
6. Next Meeting – August 6, 2020 - 9:00 a.m.



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, June 4 – 9:00 a.m.  
Florence/Lauderdale Visitor Center - Gallery

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, March 5, 2020 at 9:00 a.m. in Florence/Lauderdale Tourism Board Room. Board members attending were Chairman Larry McCoy, Vice Chair Rob Jones and Treasurer David Muhlendorf. Staff included President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included: Hampton Inn & Suites Downtown DOS Bonnie Wallace and Times Daily Reporter Bernie Delinski.

1. Consent Agenda
  - a. March Meeting Minutes
  - b. 2020 February Financial Statement
  - c. 2020 March Financial Statement
  - d. 2020 April Financial Statement

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.

2. Industry Partner Presentation: Hotel Mangers – Larry McCoy requested Bonnie Wallace give an update on the state of the Hampton Inn & Suites Downtown. She reported occupancy is at 20 to 30 % during the week with leisure and corporate travel. Groups are down through June. Several groups have booked for July.
3. President/CEO & Other Board Reports
  - a. Economic Loss Report
  - b. Tournament + Festival Update
  - c. Corporate Roll-Up
  - d. State Relief Update

Rob Carnegie reported on the economic loss report and that the report has been sent to the Alabama Tourism Department.

The ATD is still trying to determine how and when to possibly distribute funds to DMOs around the state. At this time the FLW Costa took place in May. BoatUS and Lady Bass Anglers are still scheduled to take place this month. The W.C. Handy Music Festival and the Trail of Tears are still on schedule. We are waiting to here about Shindig and Shoals Fest. The Toyota Owners Tournament wants to negotiate a September date. The Bassmaster Championship and at least one Kayak Bass tournaments are still scheduled for the fall. The Corporate Performance Rollup was presented and shows little growth in the 1<sup>st</sup> and 2<sup>nd</sup> quarters.

4. Old Business: David Muhlendorf reported the Finance Committee had a Budget meeting to obtain the projections for the next several months.  
Alison Stanfield reported the audit is underway.
5. New Business: Alison Stanfield reported Visitor Center reopening procedures. Brochures and maps will be placed on a table outside for those not wanting to enter the building. Visitors are requested to use hand sanitizer before entering. Gloves and masks will be provided to all employees. A deep cleaning and daily cleaning regimen is in place with all employees assigned specific duties.
6. Next Meeting – July 9, 2020 - 9:00 a.m.