

Florence/Lauderdale Tourism Board Meeting – Agenda
January 4, 2018 – 8:30 a.m.

Location – Visitor Center Board Room

1. Consent Agenda
 - a. December Meeting Minutes
 - b. November Financial Statements
2. Industry Partner Presentation – Florence Main Street Executive Director Teryl Shields
3. President/CEO Report
4. 2018 Marketing Plan
5. Board Committee Reports
6. New Business
7. Old Business
8. Next Meeting: February 1, 2018 at 8:30 a.m.

Florence/Lauderdale Tourism Board Meeting – Minutes

December 7, 2017 – 8:30 a.m.

Location – Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, December 7 at 8:30 a.m. in the Florence/Lauderdale Tourism Visitor Center Board Room. Board members attending included Chairman David Muhlendorf, Vice-Chair Larry McCoy, David Abramson, Rob Jones and Chris Lewis. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Tourism Board Attorney Elizabeth Messer.

Other guests included Judy Keenum representing the Shoals Chamber of Commerce, Comfort Suites DOS Silka Mitchell, Florence City Council President Dick Jordan, Hampton Inn Downtown DOS Bonnie Wallace, Big Bad Breakfast/Stricklin Building representatives Burt Webb and Lane Austin and Times Daily Reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and introduced newly appointed board member Chris Lewis. David asked Big Bad Breakfast representatives Burt Webb and Lane Austin to give our Industry Partnership Presentation. Big Bad Breakfast will open first with a target of early February. They will serve breakfast and lunch. The Boiler Room in the basement will be the next phase which will include a four lane bowling alley and bar. The top floors will include an event space for up to 150 people and 20 boutique hotel rooms. The final phase is projected to open by the 2018 Handy Festival.

1. Consent Agenda

- b. November Meeting Minutes
- c. October Financial Statements
- d. 2018 Operating Budget

David Muhlendorf called for a motion to approve the Consent Agenda.

David Abramson made a motion to approve the Consent Agenda.

Rob Jones seconded the motion. David Muhlendorf called for the vote on the motion to approve the consent agenda. The motion was unanimously approved.

2. President/CEO Report: Rob Carnegie presented the Corporate Performance Rollup and reported the most numbers are all in line or have exceeded their benchmarks. The sport bid numbers did not meet goal and this is due to the fact that we are limited by our events rights holders and facilities. The new marketing platforms that will be implemented in 2018 will assist in increasing social media numbers.
3. Board Committee Reports: David Muhlendorf appointed Larry McCoy and Rob Jones to serve on the Officer Nomination Committee and give a report at the January meeting. David Muhlendorf reported the Personnel Committee has discussed the Corporate Performance Rollup and bonus program. David Abramson made a motion to authorize Rob Carnegie to grant bonuses to eligible staff members based on their evaluations. Rob Jones seconded the motion. David Muhlendorf called for a vote on the motion to authorize Rob Carnegie to grant bonuses to eligible staff members based on their evaluations. The motion was unanimously approved.
David Abramson made a motion to authorize David Muhlendorf to evaluate Rob Carnegie's performance and grant a bonus based on his incentive plan. Chris Lewis seconded the motion. David Muhlendorf called for a vote on the motion to authorize David Muhlendorf to evaluate Rob Carnegie's performance and grant a bonus based on his incentive plan. The motion was unanimously approved.
4. New Business: David Muhlendorf suggested forming a committee made up of hospitality partners to create and pursue new tourism initiatives and projects.
5. Old Business
 - a. Patterson, Prince & Associates Accounting Proposal: David Muhlendorf reported after meeting with Lisa Patterson some changes can be made to keep the monthly fee at \$1,000. The changes would include scanning and emailing the invoices and the originals would be maintained with the Director of Operations and only processing invoices three times per month. Board members would sign checks at the tourism office instead of the accountant's office. These changes would need to be reflected in the accounting policies and procedures. David Abramson made motion to approve the new accounting policies and contract for accounting services. Rob Jones seconded the motion. David Muhlendorf called for a motion to approve the motion to approve the new accounting policies and contract for accounting services. The motion was unanimously approved.

- b. Advance Travel & Tourism Contract: Rob Jones made a motion to enter into a one year contract with Advance Travel and Tourism for digital marketing. David Abramson seconded the motion. David Muhlendorf called for a vote on the motion to enter into a one year contract with Advance Travel and Tourism for digital marketing. The motion was unanimously approved.

- c. Crowdriff Contract: Rob Jones made a motion to enter into a three year contract with Crowdriff for social media photo sourcing for \$15,000 per year. David Abramson seconded the motion. David Muhlendorf called for a vote on the motion to enter into a three year contract with Crowdriff for social media photo sourcing for \$15,000 per year. The motion was unanimously approved.

6. Next Meeting: January 4, 2017 at 8:30 a.m.`

Prepared by:_____

Board Member:_____