

Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, February 1, 2018
Visitor Center Board Room

1. Consent Agenda
 - a. January Meeting Minutes
 - b. December Financial Statements
2. Partner Presentation – Hampton Inn Downtown
3. President/CEO & Other Board Reports
4. New Business
 - a. 2016/2017 Audit
5. Old Business
6. Next Meeting – March 1, 2018 at 8:30 a.m.

Florence/Lauderdale Tourism Board Meeting – Minutes

January 4, 2018 – 8:30 a.m.

Location – Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, January 4, 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 Comfort Suites DOS Silka Mitchell, Hampton Inn Downtown DOS Bonnie Wallace, Florence Main Street Director Teryl Shields and Times Daily Reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Florence Main Street Director Teryl Shields to give our Industry Partner Presentation. Teryl reported Florence Main Street is a non-profit organization with the mission of restoration and preservation. They fall under the state certified program which means they meet specific criteria. They conduct various programs and special events to raise operating funds and promote downtown businesses such as the Chocolate and Bacon Crawls and the annual Christmas parade. Teryl thanked the Board, Rob and the staff for their support and sponsorship of the 2017 Main Street Conference which brought in over 120 attendees from around the State.

1. Consent Agenda
 - a. December Meeting Minutes
 - b. November Financial Statements

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

Larry McCoy made a motion to approve the Consent Agenda.

Chris Lewis 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 reported the 2018 Corporate Roll Up has been updated to show number of room nights booked and Instagram followers. We will host a reception for industry partners January 16 at the Gun Gunner Boutique Hotel to present a recap of 2017 and highlights for 2018.
3. Marketing Plan: Rob Carnegie presented the 2018 Marketing Plan to the Board for approval. The industry outlook is updated along with trends and new marketing campaigns. The Corporate Performance Roll Up reflects the progress of the plan and is presented to the Board each month for review. Larry McCoy made a motion to approve the 2018

Marketing Plan. Rob Jones seconded the motion. David Muhlendorf call for a vote on the motion to approve the 2018 Marketing Plan. The motion was unanimously approved.

4. Board Committee Reports: David Muhlendorf appointed Chris Lewis to the Governance Committee and requested this committee to expand its working relationship with elected officials and pursue the branding study. Other committee structure will remain the same.

Rob Jones reported the nominating met. Based on their recommendation he made a motion to elect David Muhlendorf as Chairman, Larry McCoy as Vice Chairman and Chris Lewis as Secretary/Treasurer. Larry McCoy seconded the motion. David Muhlendorf called for a vote on the motion to elect David Muhlendorf as Chairman, Larry McCoy as Vice Chairman and Chris Lewis as Secretary/Treasurer. The vote was unanimously approved.

5. New Business: No new business
6. Old Business: Rob Carnegie reported the Hospitality Advisory Committee will be formed in the early part of 2018
7. Next Meeting: February 1, 2018 at 8:30 a.m.