

Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, March 8, 2018 – 8:30 a.m.  
Visitor Center Board Room

1. Consent Agenda
  - a. February Meeting Minutes
  - b. January Financial Statements
2. Partner Presentation: Randy Pettus – Smoke on the Water BBQ Festival and Dragon Boat Races
3. President/CEO & Other Board Reports
4. New Business
5. Old Business
6. Next Meeting – April 5, 2018 – 8:30 a.m.

Florence/Lauderdale Tourism Board Meeting – Minutes  
Thursday, February 1, 2018

**Location – Visitor Center Board Room**

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, February 1, 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 Hampton Inn Midtown/Residence Inn DOS Bob Brado, Comfort Suites DOS Silka Mitchell, Hampton Inn & Suites GM Vickie Atwood-Romine and Times Daily Reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Hampton Inn & Suites GM Vickie Atwood-Romine to give our Industry Partner Presentation. Vickie reported she has worked in the hospitality industry for 30 years and is currently the President of the Shoals Hospitality Association. There is a new Taco Bell under construction on the lot adjacent to the hotel and should be completed within the next 75 days. The property has 29 suites, 59 regular rooms a meeting room and newly renovated lobby. Vickie explained that with recent bad weather, they were full of health care workers, police and radio employees. She thanked the Board and staff for all they do for the hotel.

1. Consent Agenda
  - a. January Meeting Minutes
  - b. December 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 & Other Board Reports: Rob Carnegie presented the 2018 Corporate Performance Rollup. The new format include the number of room nights generated and Instagram followers. We are one month in and the numbers are on track. Rob reported that the 2017 Recap/2018 Roadmap reception for industry partners was well attended. He also reported that Advance Travel and Tourism analytics show our digital campaign is 10% higher than most destinations.

3. New Business

a. 2016/2017 Audit: Chris reported the Board received the letter of engagement from The Watkins, Johnsey Professional Group to perform the 2016/2017 audit for the estimated amount of \$14,500. Buddy Johnsey will have a meeting with the Budget Committee prior to beginning the audit process. David Muhlendorf called for a motion to approve the letter of engagement from The Watkins, Johnsey Professional Group to perform the 2016/2017 audit for the estimated amount of \$14,500. David Abramson made a motion for the Board to approve the letter of engagement from The Watkins, Johnsey Professional Group to perform the 2016/2017 audit for the estimated amount of \$14,500. Chris Lewis seconded the motion. David Muhlendorf called for a vote on the motion to approve the letter of engagement from The Watkins, Johnsey Professional Group to perform the 2016/2017 audit for the estimated amount of \$14,500. The motion was unanimously approved.

4. Old Business: None

5. Next Meeting – March 8, 2018 at 8:30 a.m.

Prepared by: \_\_\_\_\_

Board Member \_\_\_\_\_

