



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, March 14 – 8:30 a.m.
Florence Indian Mound & Museum

1. Consent Agenda
 - a. February Meeting Minutes
 - b. February Special Called Meeting Minutes
 - c. January Financial Statement
2. Industry Partner Presentation – Libby Jordan/Florence Indian Mound
3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Advisory Committee
4. New Business
 - a. Alabama Brewery Modernization Act
5. Old Business
 - a. Asian Carp
 - b. Website Redevelopment
6. Next Meeting – April 4, 2019 – 8:30 a.m.



Florence/Lauderdale Tourism Board Meeting – Agenda
February 7, 2019 – 8:30 a.m.
Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, February 7, 2019 at 8:30 a.m. in the Florence/Lauderdale Tourism Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Vice-Chair Chris Lewis, Treasurer David Muhlendorf, Secretary Mary White and Rob Jones. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Tourism Board Attorney Elizabeth Messer.

Other guests attending included Alabama Music Hall of Fame Executive Director Sandra Killen Burroughs, Residence Inn DOS Heather McCarley, Comfort Suites DOS Silka Mitchell, Marriott Shoals Hotel & Spa GM Larry Bowser, Times Daily Reporter Bernie Delinski and Times Daily photographer Matt McKean.

1. Consent Agenda

- a. January Meeting Minutes
- b. December Financial Statement
- c. Adjusted 2018 Operating Budget
- d. Personnel Committee Report
- e. Board Member Committee Appointments
 - i. Budget/Audit: David Muhlendorf & Chris Lewis
 - ii. Personnel: David Muhlendorf & Mary White
 - iii. Special Events: Rob Jones
 - iv. Governance: Mary White

Larry McCoy called for a motion to approve the Consent Agenda.

David Muhlendorf made a motion to approve the Consent Agenda.

Chris Lewis 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: Larry McCoy introduced Sandra Killen Burroughs as the Executive Director of the Alabama Music Hall of Fame and asked her to give the Industry Partner Presentation. Sandra thanked the board and staff for all of the promotion of the attraction and sending visitors on a daily basis. They have three events coming up for Black History Month. Simply Southern TV is working on a story to air soon. They are also planning more concerts and special events in the future in increase visitation. As Mayor of Lexington, she announced the Truck and Tractor Pull will be held August 9-10.

3. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie reported the final 2018 numbers and first month of the 2019. Web analytics show an increase in users and page views, E-newsletter subscriptions have increased with over 1,000 new subscribers in January alone.
- b. Rob provided additional details on attending American Bus Association with 25 appointments and lots of additional networking.
- c. Committee Structure: Rob Carnegie presented an Advisory Committee letter and application. The letter and application will be sent to members of the Hospitality Committee and other appropriate industry partners. The deadline to submit their applications will be February 25. The guidelines, policies and procedures will be presented at a future meeting. Larry asked for a motion to approve the letter and application. David Muhlendorf made a motion to approve the Advisory Committee letter and application. Chris Lewis seconded the motion. Larry McCoy called for a vote on the motion to approve the Advisory Committee letter and application. The vote was unanimously approved.

Larry McCoy requested Rob Carnegie and Mary White review applications and report their recommendations at the next meeting.

- d. Rob Jones reported the Special Events Committee met and recommends the following events be approved:

Alabama Bass Federation on March 13-14, 2020 for a total of \$4,200 and the BASS National Championship to be held in October of 2020 for a total budget of \$60,000.

Chris Lewis seconded the motion. Larry McCoy called for a vote on the motion to approve hosting the Alabama Bass Federation on March 13-14, 2020 for a total of \$4,200 and the BASS National Championship to be held in October of 2020 for a total budget of \$60,000. The motion was unanimously approved.

4. New Business: Larry McCoy is going to set up a meeting to refinance or restructure the lease payments. David Muhlendorf will begin having monthly budget meetings.

5. Old Business

- a. Asian Carp: Rob Carnegie reported there are no new updates at this time. David Muhlendorf suggested we correspond with other CVBs along the river system.
- b. Website Redevelopment: Rob Carnegie reported that Tempest completed their site visit and met with industry partners and attractions. They plan to have a beta site we can review in May.

6. Next Meeting – March 7, 2019 – 8:30 a.m.

Prepared By: _____

Board Member _____



Florence/Lauderdale Tourism Special Called Meeting – Minutes
February 19, 2019
Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a special called meeting Tuesday, February 19, 2019 at 10:00 a.m. in the Florence/Lauderdale Tourism Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Vice-Chair Chris Lewis, Treasurer David Muhlendorf and Secretary Mary White. Rob Jones participated via conference call. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Tourism Board Attorney Elizabeth Messer.

Other guests attending included Comfort Suites DOS Silka Mitchell, Times Daily Reporter Lisa Rickman and Times Daily photographer Jim Hannon.

Larry McCoy opened the meeting and called for Executive Session to discuss a contract at 10:00 a.m. The meeting resumed at 10:30 a.m.

1. Visitor Center Refinancing: David Muhlendorf made a motion to authorize Board Chairman Larry McCoy to enter into discussions with the City of Florence Chief Accountant to refinance or renegotiate the building lease agreement. Chris seconded the motion. Larry McCoy called for a vote on the motion to authorize Board Chairman Larry McCoy to enter into discussions with the City of Florence Chief Accountant to refinance or renegotiate the building lease agreement. The motion was unanimously approved.
2. Open Line of Credit: David Muhlendorf reported the Finance Committee recommended opening a line of credit with signers being the Chairman, Vice-Chair, Treasurer and President/CEO. Mary White seconded the motion. Larry McCoy called for a vote on the motion authorizing the Finance Committee to open a line of credit with signers being the Chairman, Vice-Chair, Treasurer and President/CEO. The motion was unanimously approved.

Prepared By: _____

Board Member _____