

Florence/Lauderdale Tourism Board Meeting – Agenda  
Tuesday, April 3, 2018 – 8:30 a.m.  
Visitor Center Board Room

1. Consent Agenda
  - a. March Meeting Minutes
  - b. February Financial Statements
2. Partner Presentation: Advance Travel & Tourism
3. President/CEO & Other Board Reports
4. New Business
5. Old Business
6. Next Meeting – May 3, 2018 – 8:30 a.m.

Florence/Lauderdale Tourism Board Meeting – Minutes  
Thursday, March 8, 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 Secretary/Treasurer 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 & Suites Downtown DOS Bonnie Wallace, Shoals Scholar Dollars Executive Director Randy Pettus and Times Daily reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Randy Pettus to give our Industry Partner Program. Randy gave an overview of the Shoals Scholar Dollars scholarship program. The Smoke on the Water BBQ Festival and Shoals Dragon Boat Festival are events to raise money for the scholarships. The barbecue festival will be held April 28 at McFarland Park. There will be at least 60 cook teams and the Midnighters will be the headliner music event. The Shoals Dragon Boat Races will be held September 29 at McFarland Park. They plan on increasing the number of boats/teams from 20 to 40. Randy thanked the Board and staff for support and sponsorships.

1. Consent Agenda
  - a. February Meeting Minutes
  - b. January Financial Statements

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

David Abramson made a motion to approve the Consent Agenda.

Larry McCoy 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 and the numbers are on track for this early in the year. He explained a new measurable reports the number of room nights booked as a better way to track what bookings we are responsible for producing. Also, the web analytics and landing pages are new to reflect the digital campaigns. He also reported that Advance Travel and Tourism analytics show our digital campaign is 10% higher than most

destinations. Advance will come to the next board meeting to give a presentation on the 1<sup>st</sup> quarter performance.

The Crowdriff program has created an internal resource and marketing channel to increase our image bank. The use of #gowiththeflo has more than doubled and we have received 100% approval for all images we asked to share.

Rob reported on a meeting with Sound Diplomacy, a company that is doing a comprehensive music study for Huntsville. They would like to include the Shoals area and get partners to help fund our portion. There may be a more formal request at a future meeting.

Rob wanted to inform the Board that due to our digital campaigns and increased website traffic, we will need to be prepared to do a complete redevelopment of the site in the future. This can cost \$40,000 to \$60,000.

Rob reported on the status of the Visitor Guide ad sales and printing. We are at approximately \$20,000 in ad sales and the printing costs will be approximately \$25,000. We are completely out of guides and request the Board approve the expenditure and adjust the budget. Larry McCoy made a motion to approve printing the Visitor Guide and appropriate the funds from another source in the budget. Chris Lewis seconded the motion. The motion was unanimously approved.

Alison Stanfield reported that the recent flood at McFarland Park caused the Visitor Center to be closed for two days. The phones were forwarded to a cell phone and staff members made company visits, worked from home and had FAM tours during the outage.

Alison also distributed a list of Visitor Center programs that are being sponsored by the Muscle Shoals National Heritage Area.

David Muhlendorf reported the Budget/Finance Committee will meet immediately following the board meeting.

Rob Jones reported the Special Events committee will meet in the coming weeks.

3. New Business: No new business
4. Old Business: David reported the Accounting Policies and Procedures needs to be updated to reflect the change in the processing of invoices. The invoices are now scanned and emailed to accountant. The changes also need to list the new officers authorized to sign. David Abramson made a motion to approve changes to the Accounting Policies and Procedures for processing invoices by scanning and emailing the accountant and retaining the originals in house and listing the new officers authorized to sign. Larry McCoy seconded the motion. David Muhlendorf called for a vote on the approve changes to the Accounting Policies and Procedures for processing invoices by scanning and emailing the accountant and retaining the original in house and listing new officers authorized to sign. The motion was unanimously approved.
5. Next Meeting – April 5, 2018 at 8:30 a.m.