



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, April 4– 8:30 a.m.  
Florence/Lauderdale Visitor Center

1. Consent Agenda
  - a. March Meeting Minutes
  - b. February Financial Statement
  
  - c. Industry Partner Presentation – Dan Roberts, Alabama Brewers Guild & Alabama Brewery Modernization Act
  
2. President/CEO & Other Board Reports
  - a. Corporate Performance Rollup
  - b. Advisory Committee
  
3. New Business
  
4. Old Business
  - a. Asian Carp
  - b. Website Redevelopment
  - c. Alabama Brewery Modernization Act
  
5. Next Meeting – April 4, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, March 14, 2019 at 8:30 a.m. in the Florence Indian Mound and Museum meeting 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 Florence Indian Mound and Museum Curator Brian Murphy, Lora Morrow, Residence Inn DOS Heather McCarley, Comfort Suites DOS Silka Mitchell and Times Daily Reporter Lisa Rickman.

6. Consent Agenda
  - a. February Meeting Minutes
  - b. February Special Called Meeting Minutes
  - c. January Financial Statement

Larry McCoy called for a motion to approve the Consent Agenda. David Muhlendorf made a motion to approve the Consent Agenda. Mary White seconded the motion. Larry McCoy called for a vote on the motion to approve the Consent Agenda. The motion was unanimously approved.

7. Industry Partner Presentation – Larry McCoy introduced Florence Indian Mound and Museum Curator Brian Murphy and asked him to give the Industry Partner Presentation. Brian explained the main purpose of the museum is to interpret our prehistoric culture and preserve Native American heritage. The mound was built approximately 2,000 years ago and was a ceremonial mound. The new museum opened in 2017. There were over 8,000 visitors in 2018 and over 1,700 in 2019. They are currently working with the Muscle Shoals National Heritage Area, TVA, the Alabama Archeological Association and other partners to provide workshops and special programs. Brian thanked the Tourism Board and staff for continued support.

8. President/CEO & Other Board Reports
  - a. Corporate Performance Rollup – Rob Carnegie reported the numbers for the Corporate Performance Rollup are in line based on past history. App downloads and email subscriptions are showing large increases over last year.
  - b. The Board was presented the final printed version of the 2019 Sales and Marketing Plan.
  - c. Advisory Committees – Rob Carnegie reported that he and Mary White recommended the attached list of industry partners be appointed to the Advisory Committees. Chris Lewis made a motion to approve the recommended Advisory Committee Members. Rob Jones seconded the motion. Larry

McCoy called for a vote on the motion to approve the recommended Advisory Committee Members. The motion was unanimously approved.

9. New Business

- a. Alabama Brewery Modernization Act – The Florence/Lauderdale Tourism Board has been asked to issue a letter of support of the Alabama Brewery Modernization Act. Rob Jones suggested contacting Dan Roberts from the Alabama Brewers Guild for additional information.
- b. Rob Carnegie reported the Unified Tourism Committee formed out of the PARKA study recently met with the goal to enhance the visitor experience.

10. Old Business

- a. Asian Carp – No updates at this time
- b. Website Redevelopment – Rob Carnegie reported the development is in the architectural stage and they should have designs and concepts ready by May.

Larry McCoy asked for any comments from the Audience. Lora K. Morrow requested to address the Board. She introduced herself as a former Airbnb owner. The Airbnb was originally opened in 2017 as part of the growing alternative lodging population. Due to the language in the current City of Florence zoning ordinances, she was forced to close. She asked the Board support her request to the Planning Department that the current Bed and Breakfast Inn zoning ordinance be changed to include areas outside the Historic Districts.

11. Next Meeting – April 4, 2019 – 8:30 a.m.

Prepared By: \_\_\_\_\_

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