

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

1. Consent Agenda
 - a. April Meeting Minutes
 - b. March Financial Statements
2. Partner Presentation: Jennifer Gray – Executive Director of the Children’s Museum of the Shoals
3. President/CEO & Other Board Reports
4. New Business
 - a. Music Study
5. Old Business
6. Next Meeting – June 7, 2018 – 8:30 a.m.

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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Tuesday, April 3, 2018 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, 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 Advance Tourism and Travel representatives Wayne Emerson, Joseph Dabbs and Jackie Blackwell, Hampton Inn & Suites Downtown DOS Bonnie Wallace, Hampton Inn Midtown Bob Brado and Times Daily reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Advance Tourism & Travel to give our Industry Partner Program. The presentation detailed the results of the digital campaign for the 1st quarter. See the attached presentation.

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

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

Chris Lewis 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 Q1 Corporate Performance Rollup and the numbers are on track for the year. The results from the digital ad campaign are impressive and we anticipate the numbers to continue to increase.

Rob also reported the Visitor Guide is in the editing stage and there is still time to purchase ads. Board members will receive the list of businesses that have been contacted and should make an effort to get additional ads purchased if possible.

Alison reported the contract for the lawn cutting service has increased. Three quotes were obtained. Chris Lewis made a motion to enter into the contract with Providence Lawn Care for \$600.00 per month which will include the chemical treatment. Larry McCoy seconded the motion. David Muhlendorf called for a vote on the motion to enter into the contract with Providence Lawn Care for \$600.00 per month which will include the chemical treatment. The motion was unanimously approved.

Chris Lewis reported the Finance Committee has scheduled a pre-audit meeting with Buddy Johnsey and the audit will begin in May.

Rob Jones reported the Special Events Committee met and he recommends the following special event sponsorships:

The Alabama Bass Trail - requesting May 11, 2019. Same price as 2018. \$7,500 plus 12 room nights, meeting space and snacks. Economic Impact of 2017 tournament was \$423,254 for a one day tournament. 2018 tournament got rescheduled from February to September due to flooding and dangerous lake levels. Tournament will be capped at 225 boats (450 anglers).

Smoke on the Water Bar B Que Festival is requesting \$1,000. We sponsored this event last year for the same amount, and have it in the budget for this year.

Larry McCoy seconded the motion to sponsor the 2019 Alabama Bass Trail for \$7,500 plus rooms, meeting space and snacks and the 2018 Smoke on the Water BBQ Festival for \$1,000.00. David Muhlendorf called for a motion to sponsor the 2019 Alabama Bass Trail for \$7,500 plus rooms, meeting space and snacks and the 2018 Smoke on the Water BBQ Festival for \$1,000.00. The motion was unanimously approved.

3. New Business: No new business
4. Old Business: No old business
5. Next Meeting – May 3, 2018 – 8:30 a.m.