



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday, May 2, 2019 – 8:30 a.m.  
Florence/Lauderdale Visitor Center

1. Consent Agenda
  - a. April Meeting Minutes
  - b. March Financial Statement
2. Industry Partner Presentation – Marriott Shoals Hotel & Spa General Manager Larry Bowser
3. President/CEO & Other Board Reports
  - a. Corporate Performance Rollup
  - b. Budget Committee
  - c. Special Events Committee
  - d. Marketing Committee
4. New Business
  - a. Scott Martin Challenge
5. Old Business
  - a. Asian Carp
  - b. Website Redevelopment
6. Next Meeting – June 6, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, April 4, 2019 at 8:30 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Treasurer David Muhlendorf, Secretary Mary White and Rob Jones. Staff attending included, President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included Residence Inn DOS Heather McCarley, Comfort Suites DOS Silka Mitchell, Burt Webb, Marriott Shoals Hotel & Spa GM Larry Bowser, Times Daily reporter Lisa Rickman and Dan Roberts from the Alabama Brewers Guild.

1. Consent Agenda

- a. March Meeting Minutes
- b. February Financial Statement

Larry McCoy called for a motion to approve the Consent Agenda. Rob Jones made a motion to approve the Consent Agenda. David Muhlendorf 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 Dan Roberts from the Alabama Brewers Guild and asked him to discuss the Alabama Brewery Modernization Act. The original Brewery Modernization Act allowed tap rooms to sell their product. The updated version of this act will fix the taxation system to make it even across the board to tasting rooms and wholesale distributors. It would also allow the brewers to have satellite locations without having to make 100% of the product onsite. Dan thanked the board for the opportunity to speak and asked them to support the bill.

3. President/CEO & Other Board Reports

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. Patron count and company visits are also up over last month. The budget is on track with 25% of the budget being spent in the 1<sup>st</sup> quarter of the year.

The advisory committee members have been notified and meetings will be scheduled with reports due at the next board meeting.

4. New Business: None

5. Old Business

a. Asian Carp: There has been a request for funding at the federal level. The funds would provide staffing, some removal and the sound barriers.

b. Website Redevelopment: Rob Carnegie reported that Tempest has unveiled concept designs and mood boards. They are currently working on content.

6. Next Meeting – May 2, 2019 – 8:30 a.m.

Larry McCoy called for comments from the audience. Larry Bowser suggested the STR report be covered in the President/CEO report each month.