

Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday June 7, 2018 – 8:30 a.m.  
Visitor Center Board Room

1. Consent Agenda
  - a. May Meeting Minutes
  - b. April Financial Statements
  
2. Partner Presentation: Stricklin Boutique Hotel General Manager Shawna Moore
  
3. President/CEO & Other Board Reports
  - a. Audit Report
  - b. Special Events Committee:

Special Events Committee recommends that we give \$5,000 to Waterloo for the Trail of Tears.

Special Events Committee recommends that we sponsor the B.A.S.S. Nation Championship with National Leadership Conference to follow in the amount of \$35,000. The tournament will have 127 anglers from all across the US plus 2 foreign countries. Competition days Thursday - Saturday. Conference begins on Sunday - Wednesday. B.A.S.S. pay for all angler rooms, and meal functions. November 2018 with payment due in January of 2019.

The Special Events Committee recommends that we sponsor the Big Bass Bash in 2019 in the amount of \$12,500. They had 524 anglers in 2018. They weigh one fish per hour in numerous locations. This year they weighed at Waterloo, McFarland Park and Shoals Creek Marina. Anglers from 14 different state participated. Only 20% were locals.
  
4. Items For Discussion
  
5. New Business
  
6. Old Business
  
7. Next Meeting – July 12, 2018 – 8:30 a.m.

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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, May 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, 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 Religious Conference Planners James and Paula Nesbit, Marriott Shoals Hotel and Spa General Manager Larry Bowser, Comfort Suites DOS Silka Mitchell, Children’s Museum of the Shoals Director Jennifer Gray and Times Daily Reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Children’s Museum of the Shoals Director Jennifer Gray to give our Industry Partner Presentation. Jennifer has been the Director for four months. Their goals are to expand and exchange exhibits through sponsorships and memberships. Since the reopening they have had over 3,100 children and adults come through the museum. The museum will host a series of summer camps that focus on music, art and science. The board will also host a Food Truck Festival as a fundraiser in June. Jennifer thanked the Board and staff for support and sponsorship of the festival.

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

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

Larry McCoy made a motion to approve the Consent Agenda.

Chris Lewis 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 Corporate Performance Rollup and noted that sales calls are up 12% and FAM tours are up 20%. Earned media is up 107% due in part to an article about Billy Reid that appeared on Forbes.com. The City of Florence issued a proclamation for National Tourism Week and the County Commission will issue one next week.

Rob Carnegie gave an example of our travel/trade group tour initiative where Suzie attended Travel South and as a result booked a group from Arkansas. The group of 69 senior adults spent over \$37,000 in food, shopping, attractions and lodging.

- 3 New Business
  - a. Music Study: Rob Carnegie reported that music consulting firm Sound Diplomacy is conducting an extensive music audit for Huntsville. They have proposed to

include the Shoals area for \$20,000. The cost would be split between the four cities, and the Muscle Shoals National Heritage Area. The Tourism Board has been asked to contribute \$2,000. Larry McCoy made a motion to fund \$2,000 toward the music audit conducted by Sound Diplomacy. Chris Lewis seconded the motion. David called for a vote on the motion to fund \$2,000 toward the music audit conducted by Sound Diplomacy. The motion was unanimously approved.

- b. Softball Proposal: Rob reported the Alabama High School Athletic Association has requested a RFP for Florence to host a regional softball tournament. This tournament would include 56 teams and will be a four year commitment. Chris Lewis made a motion approving Rob to issue an RFP/Letter of Interest and the board will review and vote on a contract at a future meeting if Florence is chosen as the host city. Larry McCoy seconded the motion. David Muhlendorf called for a vote on the motion approving Rob to issue an RFP/Letter of Interest and the board will review and vote on a contract at a future meeting if Florence is chosen as the host city. The motion was unanimously approved.
  - c. Larry Bowser introduced religious meeting planner James Nesbit to the Board. James distributed information regarding a religious conference he is planning August 21-25, 2018. He has organized this conference in other cities and expects over 300 from out of town. As plans get underway he will ask the Board for a sponsorship at a future meeting.
  - d. Alison Stanfield reported the need for a new cleaning service contract. Several quotes were obtained as well as company interviews. 1<sup>st</sup> Impression Cleaning Service was the lowest quote at \$600 per month. This will increase the cleaning maintenance budget by \$900. Larry McCoy made a motion to approve the 1<sup>st</sup> Impression Cleaning Contract for \$600 per month. Chris seconded the motion. David Muhlendorf called for a vote on the motion to approve the 1<sup>st</sup> Impression Cleaning Contract for \$600 per month. The motion was unanimously approved.
  - e. Chris Lewis reported the Finance Committee met with Buddy Johnsey and Heath Johnston regarding the upcoming audit. There will be a mid-audit meeting and post meeting as needed.
- 4 Old Business: Larry McCoy stated the Board needs to be in talks regarding raising the lodging tax.

David Muhlendorf invited anyone in attendance to speak. Comfort Suites DOS Silka Mitchell requested on behalf of the other hotel owners and managers, that some meetings be held at a later time of the day so more can attend. David Muhlendorf said the Board would review and determine if that is possible.

- 5 Next Meeting – June 7, 2018 – 8:30 a.m.

