



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, June 6, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. May Meeting Minutes
 - b. April Financial Statement
2. Industry Partner Presentation – Carrie Barske Crawford, Director – Muscle Shoals National Heritage Area
3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. STR
 - c. Events Committee: Shoals Fest & Dixie Youth State Softball Tournaments
4. New Business
5. Old Business
 - a. Asian Carp
 - b. Website Redevelopment
6. Next Meeting – June 6, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, May 2, 2019 at 8:30 a.m. in the Florence/Lauderdale Visitor Center Board Room. Board members attending included Chairman Larry McCoy, Vice Chair Chris Lewis, Treasurer David Muhlendorf and Secretary Mary White. Staff attending included, President/CEO Rob Carnegie and Director of Operations Alison Stanfield.

Other guests attending included Residence Inn DOS Heather McCarley, Hampton Inn Downtown Bonnie Wallace, Comforts Suites DOS Silka Mitchell, Marriott Shoals Hotel Spa General Manager Larry Bowser and Times Daily reporter Lisa Rickman.

1. Consent Agenda

- a. April Meeting Minutes
- b. March 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.

2. Industry Partner Presentation: Larry McCoy introduced Marriott Shoals Hotel & Spa General Manager Larry Bowser and asked him to give our industry partner presentation. Larry Bowser explained the three main components that make up the STR Report are Rev Par or revenue per available room, ADR or Average Daily Rate and Occupancy. The ADR multiplied by Occupancy equals the Rev Par. The Rev Par is the true indicator of the success of lodging industry. Hoteliers use the report to maximize demand.

3. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie presented the Corporate Performance Rollup and reported that there are some areas will begin to show increase as tournaments take place in the coming months. Patron count, company visits and enhanced listings continue to increase over the previous months.
- b. Budget Committee: David Muhlendorf reported the Budget Committee met to update the new members on the current state of the budget, financial challenges and line of credit. They recommended looking at our banking relationship to see if we could obtain better services from other financial institutions. The Board is currently attempting to refinance the terms of the lease and will wait until that process is complete before researching a change.
- c. Special Events Committee: The Special Events Committee met to discuss the Kayak Bass Tournament and will have a report at the next meeting.



- d. Marketing Committee: Mary White reported the Marketing Committee met with Wayne Emerson from Advance Travel and Tourism for the Q1 digital marketing campaign report. The 2019 Marketing Plan was distributed to board members and hoteliers.

4. New Business

- a. Scott Martin Challenge: Alison Stanfield presented the official proposal for the Scott Martin Challenge TV show. The total cost will be \$7,500. There will be approximately 50 airings on nine networks in 2020. They will film May 19 and 20 of this year. The payment will not be due until 2020. The Town of Rogersville will contribute \$2,500. Larry McCoy called for a motion to approve the Scott Martin Challenge. Mary White made a motion for the Board to sponsor the Scott Martin Challenge for up to \$5,000 with the Town of Rogersville paying the remaining \$2,500. David Muhlendorf seconded the motion. Larry called for a vote on the motion for the Board to sponsor the Scott Martin Challenge for up to \$5,000 with the Town of Rogersville paying the remaining \$2,500. The motion was unanimously approved.

5. Old Business

- a. Asian Carp: Rob Carnegie reported there were no new updates.
- b. Website Redevelopment: Rob Carnegie reported the process is very much underway with design and content being created as well as the migration of the information on our current site to the new site.
- c. Rob Carnegie reported that the AHSAA Regional Softball tournament will be held next week. We are providing the hosting fee and rooms for officials. Parks and Recreation will manage the logistics of the tournament. We will conduct an economic impact study and report the results at the next meeting.

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

Prepared by: _____

Board Member _____