

Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday July 12, 2018 – 8:30 a.m.
Visitor Center Gallery

1. Consent Agenda
 - a. June Meeting Minutes
 - b. May Financial Statements
2. Partner Presentation: Advance Travel & Tourism
3. President/CEO & Other Board Reports
4. New Business
5. Old Business
 - a. Tribe Quantum Worship Congress, August 22-25 at the Marriott Conference Center
- \$5,000 Sponsorship Request
6. Next Meeting – July 12, 2018 – 8:30 a.m.

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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, June 7, 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, David Abramson and Rob Jones. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Tourism Board Attorney Elizabeth Messer.

Other guests included Stricklin Boutique Hotel representatives Burt Webb, Shawna Moore, Thisa Smith and Julia Hocutt, Colbert County High School Hospitality Program coordinator Sheila Holland, Comfort Suites DOS Silka Mitchell, Hampton Inn & Suites Downtown DOS Bonnie Wallace, Shoals Chamber representative Judy Keenum and Times Daily reporter Lisa Rickman.

David Muhlendorf called the meeting to order at 8:30 a.m. and asked Stricklin Boutique Hotel General Manager Shawna Moore to give our Industry Partner Presentation. Shawna explained the 24 room hotel is expected to open July 15 with rates ranging from \$129 - \$199. There is an event area, smaller meeting room and they can accommodate many types of special events. The Boiler Room Bowling Alley will include a bar and other games. She expressed her thanks to the Board and staff for support and offered tours of the facility at any time.

1. Consent Agenda
 - a. May Meeting Minutes
 - b. April 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 highlighted that FAM tours are up 14%, Sport Media is at 67%, and number of rooms booked for sports and group is up 20%. Unique web users are up due to the digital ad campaign. The Visitor Guide is off to print and will be back in a few weeks.

Rob also reported on the Music Study and the need for the MOU with the Muscle Shoals National Heritage Area to be signed. Larry McCoy made a motion to authorize Rob Carnegie to sign the Music Study MOU for the Muscle Shoals National Heritage Area. David Abramson seconded the motion. David Muhlendorf asked for a vote on the motion to authorize Rob Carnegie to sign the Music Study MOU for the Muscle Shoals National Heritage Area. The motion was unanimously approved.

a. Audit Report: Alison reported the audit is almost complete.

b. Special Events Committee: Rob Jones reported the Special Events Committee met and made a motion on the following special events:

- Sponsorship of \$5,000 to Waterloo for the Trail of Tears.
- Sponsorship of \$35,000 to \$40,000, with main payment due in January 2019, to host the B.A.S.S. Nation Championship and National Leadership Conference in November 2018.
- Sponsorship of \$12,500 for the Big Bass Bash in 2019.

David Abramson seconded the motion to host the events listed above. David Muhlendorf called for a vote on the sponsorships listed above. The motion was unanimously approved.

3. Items For Discussion: David Muhlendorf discussed the Alabama Economic Impact of Tourism report and the fact that increases have slowed for Lauderdale County. The Board needs to begin work on a visionary plan to attract more leisure visitors and take better steps to sell our river, Native American and music heritage.

Chris Lewis stated this is the time to take positive steps to increase lodging tax and work with the City's plan.

Larry McCoy suggested the Board have a planning meeting to come up with a strategic 3 to 5 year action plan.

David Muhlendorf recommended a planning meeting on July 12 after the main board meeting.

New Business: David Muhlendorf suggested a sports council made up of school Athletic Directors, area Parks and Recreation and UNA to help coordinate schedules and bring new business. Rob Carnegie requested we expand the Special Events Committee with those new members to enhance what they currently do.

4. Old Business: Softball site visit has been postponed.

5. Next Meeting – July 12, 2018 – 8:30 a.m. Planning meeting immediately following

Prepared by: _____

Board Member: _____