



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, July 11, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. June Meeting Minutes
 - b. May Financial Statement
2. Industry Partner Presentation – Advance Travel & Tourism
3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Special Events Committee Report
 - c. Finance Committee
4. New Business
 - a. W.C. Handy Music Festival
5. Old Business
 - a. Asian Carp
 - b. Website Redevelopment
6. Next Meeting – August 1, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, June 6, 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, 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, Comforts Suites DOS Silka Mitchell, Marriott Shoals Hotel Spa General Manager Larry Bowser, Bob Perry and Times Daily reporter Lisa Rickman.

1. Consent Agenda
 - a. May Meeting Minutes
 - b. April 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 Muscle Shoals National Heritage Area Executive Director Carrie Barske Crawford and asked her to give our Industry Partner Presentation. Carrie reported that our area has been selected as one of five communities participating in a Riverline pilot program. The project will assist in developing and promoting a multi modal river trail system from Knoxville to Paducah. They will hold a series of workshops and conduct meetings with stakeholders, elected officials and have an open community forum to educate the public about the program. The purpose is to create a more user friendly experience for people traveling the river through signage, shelters, rentals and other facilities. She requested support from the Board and thanked them and the staff for the great partnership between tourism and the MSNHA.

3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup: Rob Carnegie presented the Corporate Performance Rollup and reported that economic impact and room nights generated has increased. We hosted four tournaments in May and we are still compiling reports for future meetings. Enhanced listings and company visits along with the partnership program continue to increase.
 - b. Rob Carnegie announced that the economic impact of the recent AHSAA regional softball tournament will be released at a press conference on June 11 at 10:15 a.m. The event will include City Departments and officials that were involved in securing and hosting the tournament.

- c. Special Events Committee: Rob Jones reported the Special Events Committee met to discuss Shoals Fest on October 5 and the Dixie Youth State softball tournaments being held at the Underwood Sports Complex.

Shoals Fest will include performances by Jason Isbell, Amanda Shires, Mavis Staples and Cheryl Crow at McFarland Park. The sponsorship packages range from \$1,500 to \$20,000. The committee recommends a lower level sponsorship this year and increase it over the next several years. David Muhlendorf will have a budget review and make a sponsorship recommendation based on budget projections.

The Underwood Youth Sports Complex has requested \$500 to offset the cost of hosting the Dixie Youth State softball tournaments for the 12-13, 14-16 and 17-19 age groups being held in July.

David Muhlendorf made a motion to approve the \$500 request for the Underwood Youth Sports Complex for the Dixie Youth softball tournaments. Mary White seconded the motion. Larry McCoy called a vote on the motion to approve the \$500 request for the Underwood Youth Sports Complex for the Dixie Youth softball tournaments. The motion was unanimously approved.

4. New Business

- a. Alison Stanfield reported we will be hosting the Local Makers and Music Day on June 22 as part of our partnership with the MSNHA.
- b. Alison Stanfield reported that many Airbnb owners received a letter from the City of Florence Building Department stating they were operating illegally based on zoning ordinances. The owners have asked that we facilitate a meeting between them and city officials to come up with a resolution. The main request will be that they be allowed to remain open until the ordinances can be researched and amended.

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. Larry McCoy suggested the Board meet with the Times Daily Editorial Board to request ways to be better partners and received more positive publicity.
- d. Rob Carnegie reported the music study was complete with recommendations for policy, marketing, operations and research for implementation. There will be a meeting to present the information at a future event.

6. Next Meeting – Due to the holiday falling on the regular July meeting date, the meeting will be schedule for July 11 at 8:30 a.m.

Prepared by: _____

Board Member _____