



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday August 2, 2018 – 8:30 a.m.  
Visitor Center Gallery

1. Consent Agenda
  - a. July Meeting Minutes
  - b. June Financial Statements
2. Partner Presentation: Perkins Outdoor
3. President/CEO & Other Board Reports
4. New Business
  - a. 2019 National High School World Finals & National Championship Contract
5. Old Business
  - a. AHSAA Softball Tournament
  - b. Tribe Quantum Worship Congress, August 22-25 at the Marriott Conference Center  
- \$5,000 Sponsorship Request
  - c. Shoals Symphony \$1,000 Request
6. Next Meeting – September 6 – 8:30 a.m.



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

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, 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 Wayne Emerson from Advance Travel and Tourism, Burt Webb from the Stricklin Boutique Hotel, Comfort Suites DOS Silka Mitchell, Robert Perry and Times Daily Report Lisa Rickman.

David Muhlendorf called the meeting to order and asked Wayne Emerson to give an update on the Advance Travel and Tourism digital marketing campaign for the second quarter. Wayne gave a presentation and reminded the Board the campaign objectives are to bring awareness about our destination in other markets, expand the social media audience and increase app downloads. There have been 500,000 mobile geo targeted ads, 2.4 million digital ads delivered that resulted in 9,000 direct responses to the website. The campaign has been featuring the W.C. Handy Music Festival in additional markets promoting blues and jazz music. There were also 93,000 completed video views. The campaign results are above average in all categories.

1. Consent Agenda
  - a. June Meeting Minutes
  - b. May Financial Statements

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

David Abramson 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 reported the staff is working extremely hard. Sales calls are up 12%, as are retail sales, web traffic and app downloads.

We hosted an Industry Roundtable for the hoteliers and received good feedback on what is currently driving business and what is needed for new markets and underdeveloped assets.

The music study is underway and several round table meetings have been held.

The AHSAA site visit was made and the announcement will be made July 25.

Alison Stanfield reported the audit will be complete in the next several weeks.

Rob Jones reported the Special Events Committee met and reviewed a request from the Shoals Symphony for \$5,000 and the committee is recommending \$1,000. The board requested additional information for consideration at the next board meeting.

3. New Business: No new business

4. Old Business: Tribe Quantum Worship Congress, August 22-25 at the Marriott Conference Center - \$5,000 Sponsorship Request: The Board requested additional information from the Special Events Committee for consideration at the next board meeting.

David Muhlendorf called from any comments from the floor. Attendee Robert Perry introduced himself as a Chickasaw elder and his involvement with the Natchez Trace Parkway Association. He requested assistance with booking McFarland Park for a state bicentennial event next year. Rob Carnegie suggested he contact the staff for assistance.

5. Next Meeting – August 2 – 8:30 a.m.

Prepared by: \_\_\_\_\_

Board Member \_\_\_\_\_