



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, August 1, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. July Meeting Minutes
 - b. June Financial Statement
2. Industry Partner Presentation – Shayla Hill – RTJ Event Coordinator
3. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Finance Committee
4. New Business
5. Old Business
 - a. Asian Carp
 - b. Website Redevelopment
6. Next Meeting – September 5, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, July 11, 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, Hampton Inn Downtown DOS Bonnie Wallace and Joseph Dabbs from Advance Travel and Tourism.

7. Consent Agenda

- a. June Meeting Minutes
- b. May Financial Statement

Larry McCoy called for a motion to approve the Consent Agenda. Mary White made a motion to approve the Consent Agenda. Chris Lewis seconded the motion. Larry McCoy called for a vote on the motion to approve the Consent Agenda. The motion was unanimously approved.

8. Industry Partner Presentation – Advance Travel & Tourism

Larry introduced Joseph Dabbs from Advance Travel and Tourism and requested he give the Industry Partner Presentation. Joseph Dabbs presented the results of the Q2 digital ad campaign. The objectives are site traffic growth, increased engagement, and destination awareness. The key markets are still Atlanta, Memphis, Nashville and the southeast in general. There has been growth in social media followers and app downloads. Over 2.4 million ads were delivered, 180,000 social videos, 21,000 SEM impressions, 14,543 direct responses and 864 completed views. The overall campaign results are above all benchmarks.

9. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie reported the Corporate Performance Rollup was showing great numbers in economic impact and room nights generated due to hosting the Big Bass Bash and High School World Finals. The total economic impact of the High School World Finals alone was \$2.2 million. We also hosted a golf FAM tour in June putting us at 14% on FAM tours over last month. Sales calls and qualified leads are not as high as we would like. That is due to Tyler being new at this position and those will increase with time.
- b. Special Events Committee Report: Rob Jones reported the Special Events Committee met to review tournament proposals. The following are the events the Special Event Committee recommends that the Tourism Board host:

- AL Bass Federation: March 13-14, September 9-12, October 14-17. \$16,000 for all 3 combined.
- ABN HS Regional: March 27-28. \$5,000
- ASABFA: April 17-18. \$6,000
- FLW Costa: May 28-30. \$24,500
- Lady Bass: June 25-27. \$5,000
- Kayak Bass: Dates TBA. \$25,000

Rob Jones made a motion to host the ABN HS Regional: March 27-28. \$5,000. ASABFA: April 17-18. \$6,000. FLW Costa: May 28-30. \$24,500. Lady Bass: June 25-27. \$5,000. Kayak Bass: Dates TBA. \$25,000. Mary White seconded the motion. Larry McCoy called for the vote on the motion to host the ABN HS Regional: March 27-28. \$5,000. ASABFA: April 17-18. \$6,000. FLW Costa: May 28-30. \$24,500. Lady Bass: June 25-27. \$5,000. Kayak Bass: Dates TBA. \$25,000. The motion was unanimously approved.

- c. Finance Committee: David Muhlendorf reported the finance committee met and recommended a \$10,000 sponsorship for Shoals Fest. David Muhlendorf made a motion to commit to a \$10,000 sponsorship for Shoals Fest. Rob Jones seconded the motion. Larry McCoy called a vote on the motion to approve the \$10,000 sponsorship for Shoals Fest. The motion was approved.

10. New Business

- a. W.C. Handy Music Festival: Alison Stanfield reported that we will host 14 events at the Visitor Center during the festival.
- b. Mary White announced she is working with a group forming a Northwest Alabama Arts Association. The 501(c) 3 organization will cover 5 counties and fund arts and cultural activities.

11. Old Business

- a. Asian Carp: Rob Carnegie reported the 2019 budget was funding and being designated how it will be spent.
- b. Website Redevelopment: Rob Carnegie reported the progress to design and interface and migrate the site it on track. A beta site will be ready soon for the staff to begin reviewing.

12. Next Meeting – August 1, 2019 – 8:30 a.m.

Prepared by: _____

Board Member _____