



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, September 5, 2019 – 8:30 a.m.
Florence/Lauderdale Visitor Center

1. Consent Agenda
 - a. August Meeting Minutes
 - b. July Financial Statement

2. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup

3. Visitor Center Refinancing – Resolution

4. Old Business
 - a. Website Redevelopment
 - b. Trail of Tears

5. New Business

6. Next Meeting – October 3, 2019 – 8:30 a.m.



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

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, August 1, 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, Comfort Suites DOS Silka Mitchell, Will Fisher and Shayla Hill from Robert Trent Jones Golf Course, Robert Adler and Times Daily Reporter Lisa Rickman

1. Consent Agenda

- a. August Meeting Minutes
- b. July 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.

2. Industry Partner Presentation: Larry McCoy introduced RTJ Event Coordinator Shayla Hill and asked her to give our Industry Partner Presentation. Shayla explained the golf course will host a couples tournament over Labor Day weekend that will include 56 couples from around the country. The total rounds of golf are up for 2019 and they have hosted many tournaments and fundraising events this year. Shayla invited board members and staff to a Chamber after hours event at RTJ on September 19. Shayla thanked the board and staff for their support.

3. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie reported that qualified leads and sales should increase with Tyler's attendance at the motorcoach conference in Montgomery. Patron count, EI of events and room nights booked have all increased. We are still seeing an increase in app downloads, company visits and enhanced listings. Earned media continues to lag as a result of no new tourism product. Travel media are looking for what is new to an area to cover.
4. New Business: Executive Session: Larry McCoy call for a motion to go into executive session to discuss the lease. David Muhlendorf made a motion to go into executive session to discuss our lease with the City of Florence. Mary White seconded the motion. Larry McCoy called for a vote on the motion to go into executive session to discuss our lease with the City of Florence. The motion was unanimously approved.
Larry McCoy called the meeting back to order. David Muhlendorf made a motion to authorize Rob Carnegie to work with a lender to secure long term financing to pay off the lease with the City of Florence for the Visitor Center. Chris Lewis seconded the motion. Larry McCoy called a vote on the motion to authorize Rob Carnegie to work with a lender to secure long term financing to pay off the lease with the City of Florence for the Visitor Center. The motion was unanimously approved.
5. Old Business
 - a. Asian Carp: No updates
 - b. Website Redevelopment: Tempest will provide a beta site for the staff to begin reviewing within the month. The site will launch shortly after the review process.
 - c. Chris Lewis thanked the staff for hosting the Airbnb meeting. Rob Carnegie reported the City will allow owners to remain open until October 15 and the Planning Commission will make a recommendation on how to proceed.
6. Next Meeting – September 5, 2019 – 8:30 a.m.