



Florence/Lauderdale Tourism Board Meeting – Agenda
Thursday, January 3, 2019 – 8:30 a.m.
Visitor Center Board Room

1. Consent Agenda
 - a. December Meeting Minutes
 - b. November Financial Statement

2. President/CEO & Other Board Reports
 - a. Corporate Performance Rollup
 - b. Finance Committee 2019 Budget Report
 - c. Committee Structure

3. Officer Elections

4. New Business

5. Old Business
 - a. Asian Carp
 - b. Website Redevelopment

6. Next Meeting – February 7, 2019 – 8:30 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes
Thursday December 6, 2018 – 8:30 a.m.
Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, December 6, 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 Chris Lewis. Staff attending included, President/CEO Rob Carnegie, Director of Operations Alison Stanfield and Tourism Board Attorney Elizabeth Messer.

Other guests attending included Hampton Inn Downtown DOS Bonnie Wallace, Comfort Suites DOS Silka Mitchell, Residence Inn DOS Heather McCarley and Marriott Shoals Hotel & Spa GM Larry Bowser.

7. Consent Agenda

- a. November Meeting Minutes
- b. October Financial Statement

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.

8. President/CEO & Other Board Reports

- a. Corporate Performance Rollup: Rob Carnegie Reported the Corporate Performance Rollup numbers are very good. Sales calls are up 21% due to attendance of Travel South International and several FAM tours. Patron count is up 10%. Total room nights generated, web users, company visits, enhanced listing and retails sales have exceeded their goals.
- b. 2019 Budget Review: The draft purposed 2019 Operating Budget was present and reviewed by the Board recommended by the finance committee. Chris Lewis made a motion to approve that the purposed draft of the 2019 Operating Budget be send to the Florence City Council and Lauderdale County Commission to review and

make recommendations with the final draft being approved at the January meeting. Larry McCoy seconded the motion. David Muhlendorf called for a vote on the motion to motion to approve that the purposed draft of the 2019 Operating Budget be send to the Florence City Council and Lauderdale County Commission to review and make recommendations with the final draft being approved at the January meeting. The motion was unanimously approved.

- c. Rob Carnegie reported on attending the Travel South International show which resulted in 37 appointments with tour operators and two post FAM tours with operators from the UK and Brazil.
- d. Committee Structure: Rob is working on the draft of committee structures and will present at a future meeting.

9. New Business

- a. Officer Nominating Committee: Officer elections for Chair, Vice Chair and Secretary/Treasurer will be held at the next meeting. David Muhlendorf requested Rob Jones and Mary White serve on the Nominating Committee.
- b. David Muhlendorf requested a letter of congratulations be sent the new Executive Director of the Alabama Music Hall of Fame Sandra Killen Burroughs.

10. Old Business

- a. Asian Carp: Rob Carnegie reported officials from Alabama Wildlife and Fisheries will be at the Visitor Center for a meeting on December 11 at 1 p.m. They have requested a small group of relevant stakeholders be invited.
- b. Website Redevelopment: Rob Carnegie has researched and interviewed three website development companies and had chosen Tempest. The pay schedule will includes \$18,000 being paid out of the 2019 and the balance of \$42,000 being paid out of the 2020 budget. Elizabeth has reviewed and approved the purposed contract

11. Next Meeting – January 3, 2018 – 8:30 a.m.