



Florence/Lauderdale Tourism Board Meeting – Agenda  
Thursday November 1, 2018 – 8:30 a.m.  
Visitor Center Board Room

1. Consent Agenda
  - a. October Meeting Minutes
  - b. September Financial Statement
2. Partner Presentation: Earl Peanut Montgomery – New Museum
3. President/CEO & Other Board Reports
4. New Business
5. Old Business
  - a. Asian Carp
  - b. Vehicle – 2019 Model Ordered for January Delivery - \$26,153. Financing Through Region’s Bank
  - c. Accounting – New 2019 Contract includes Payroll, Payroll Taxes, RSA, W2s, 1099s, Monthly Accounting Consulting \$3,590 annually
6. Next Meeting – December 6, 2018 – 8:30 a.m.



Florence/Lauderdale Tourism Board Meeting – Minutes  
Thursday October 4, 2018 – 8:30 a.m.  
Visitor Center Board Room

The Florence/Lauderdale Tourism Board conducted a regular business meeting Thursday, September 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, David Abramson, Chris Lewis and Rob Jones. Staff attending included, President/CEO Rob Carnegie and Tourism Board Attorney Elizabeth Messer.

Other guests included Marriott Shoals Hotel & Spa GM Larry Bowser, Comfort Suites DOS Silka Mitchell, Residence Inn DOS Heather McCarly, Holiday Inn Express DOS Drew Richards, Hampton Inn Downtown DOS Bonnie Wallace, Advance Travel and Tourism representative Wayne Emerson, Sam Pendleton and Times Daily reporter Lisa Rickman.

David Muhlendorf called the meeting to order and introduced former Florence City Council Member Sam Pendleton. Mr. Pendleton attended the meeting to give suggestions to the Board on how to better serve the State softball tournament coming in 2019. He recommended gift baskets and extra assistance to the officials, extra signage, flyers in utility bills and volunteers to help the families attending. He will contact Alison Stanfield to discuss additional details.

David Muhlendorf asked Wayne Emerson from Advance Travel and Tourism to give a 3<sup>rd</sup> quarter update on our digital ad campaign. Wayne reported the campaign goals and objectives are to raise brand awareness, drive traffic to our website, expand social media marketing and increase in app downloads, 1.5 million digital ad impressions and over 7,400 responses. The latest outdoor video had over 30,000 completed video views. An additional 500 Facebook likes and 54 app downloads. The stats remain above the benchmarks.

1. Consent Agenda
  - a. September Meeting Minutes
  - b. July & August Financial Statements

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

Larry McCoy 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 reported we participated in the Americana Experience Tent at the Pilgrimage Music Festival in Franklin, TN. There was a tremendous amount of engagement at our booth. The music study is still on going with more round table discussions happening as well as a public forum. The Corporate Performance Rollup shows an increase in FAM tours, company visits, enhanced listings, retail sales and app downloads.
3. New Business: Alison reported that a new vehicle will need to be purchased in the new budget year. Orders must be placed by November 2 to receive the lower state contract rate. Larry made a motion to authorize Rob Carnegie to negotiate a vehicle from the state contract prior to November 2. David Abramson seconded the motion. David Muhlendorf called for a vote on the motion to authorize Rob Carnegie to negotiate a vehicle from the state contract prior to November 2. The motion was unanimously approved.

David Muhlendorf suggested with the new staff to assist Alison, now would be a good time to bring the majority of the account back in house. The saved funds can be used for marketing. The current accountant will be asked to quote on doing payroll, payroll taxes and assist as needed on a consulting basis.

Larry Bowser requested to let hotelier be a part of the budget process.

4. Old Business: David Muhlendorf reminded the group this was David Abramson's last meeting as a board member and thanked him for his years of service. David stated he enjoyed his time on the board and was very proud of the Visitor Center and the staff in place.
5. Next Meeting – November 1, 2018 – 8:30 a.m.

Prepared By: \_\_\_\_\_

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