

OTCVB Board Meeting Minutes
Tuesday, January 12, 2021 | 5:30 pm
Oconee State Bank Operations Center

In attendance: Dean Bright, Candice Meeler, Stephanie VanDyck, , Deesha Hagwood, Jeff Hood, Sarah Cumuze, and Casey Deming

Absentees: N/A

Staff: Kristy Curtis, Joann Hubert

Guests: NA

Casey Deming called the meeting to order at 5:31 p.m.

Candice Meeler moved to approve the November meeting minutes, Sarah Cumuze seconded – none opposed.

1. Financial Update

Candice Meeler walked the board through the completed audit by Clifton, Lipford, Hardison and Parker. Everything went smoothly and looked great. There was (1) finding, and it was just that a county check was received in August for last fiscal year. For keeping with the accrual system, we need to make sure those bills are out by June 30th every year. The overall invoice for the audit came in less than the quote at \$4300. These audits are annual so by June the board needs to be deciding how to move forward for the future ones.

On financials, everything is looking good except that Hotel/Motel tax is down about \$5,000 for the year. This is to be expected with the pandemic, and expenses like travel and marketing have been down to offset that difference. FY22 budget prep should be getting started by the March meeting.

Deesha Hagwood moved to approve both the financials and the received audit; Sarah Cumuze seconded – none opposed.

2. Directors Report

Kristy Curtis gave the board an overview of the new brochure. Edits are ongoing, but should be ready to go to print by the first part of February. Next, the staff presented a list of brainstorming ideas that they would like to see for the future. Kristy asked the board to come up with their own list to add for the next meeting. Examples from the staff list include:

- Submitting proposal for an Eagle Tavern pavilion
- Water Tower Art fundraiser
- Coordinating (not financing) First Saturday
- Themed walking tours
- Dinner in Time (Probably pushed to Fall due to pandemic and Eagle Tavern foundation work)
- Eagle Tavern brochure
- Video Series with Matt Chastain (would need funding)
- GIS Mapping for website (offered through the County)
- December candlelight tours

- Photos with Santa @ Tree Lighting/Christmas Parade

Kristy also informed the board that the Georgia Welcome Center Display in Lavonia gave out 4,050 guides. She reminded the board we needed to decide whether or not to go forth with the Explore Georgia ad. It costs \$6,200 and led to around 2,000 leads in the past. Candice reminded the board we had some room left in the marketing budget. Kristy presented a couple other options we could use some of those funds for including digital ads and a digital blog from Atlanta Magazine. Deesha Hagwood asked Kristy what of the presented options felt like the best return on investment, and Kristy said she like doing the Explore GA ad and changing to the Atlanta magazine blog to diversify our marketing. Sarah Cumuze asked about tracking analytics from the blog.

The board agreed that we entrusted staff to move forward with Explore Georgia and to make the call on using the rest of the marketing funds.

The next meeting will be Tuesday, March 9, 2021 at 5:30 p.m. Location TBD

Candice Meeler moved to adjourn; Jeff Hood seconded—none opposed.

The meeting was adjourned at 6:31pm.