

Oconee County Tourism & Visitors Bureau
Board of Directors Meeting
Tuesday, May 10, 2022
Oconee State Bank HQ – 41 N. Main Street Watkinsville, GA 30677 5:30pm

Attendance: Sarah Cumuze, Dean Bright, Stephanie VanDyck, Deesha Hagwood, Casey Deming,

Absent: Amber Deutsch, Candice Meeler

Staff: Kristy Curtis Johnson, Joann Hubert

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

Sarah Cumuze moved to approve the March minutes, Dean Bright seconded—none opposed.

Kristy Curtis Johnson went through the financials. All is well with the accounts. The brochures are in and shipped to all visitor centers. Merchandise sales were \$466.14 for March and \$868.71 for April. Both months are increases over the 2021 numbers for those respective months.

Kristy also told the board that the Lavonia display is still up and has been on display free of charge for the past 6 months (usually display runs \$200/month). City of Watkinsville logo ideas should be coming back soon, and there was coverage of Eagle Tavern in the *Oconee Enterprise*.

Kristy said that the new budget should be approved by the County by the next meeting. Key performance indicators were looking good for March/April, with the total number of visitors to the welcome center at 218 and at Eagle Tavern at 102. Some changes to businesses were Butcher and Vine going to an “Events only” format, a home décor store and This and That opened in Bishop, and White Tiger Deluxe was opening in May.

Sarah Cumuze moved to adjourn the meeting; Deesha Hagwood seconded.

Meeting was adjourned at 6:29 p.m.