

OCTVB Board Meeting Minutes
Tuesday, November 08, 2022 | 5:30 pm
OSB Headquarters | Watkinsville, GA

In attendance: Casey Deming (via phone), Candice Meeler, Stephanie VanDyck, Greg Wilson, and Deesha Hagwood

Absentees: Dean Bright, Amber Deutsch

Staff: Sarah Cumuze, JoAnn Hubert

Casey Deming called the meeting to order at 5:38 p.m.

Candice Meeler moved to approve the meeting minutes from August 4 and August 29; Deesha Hagwood seconded—none opposed

Advertising Opportunities

Sarah Cumuze shared some proposed ad plans with the board members.

- Oconee Living=Board and staff deemed too expensive/too long commitment
- Explore Georgia=Featured Article (\$5000) and Newsletter Options (\$1100-1500)
- Lamar Billboard set to end this month=Board agreed with staff not to renew
- Dalton Erickson Travel Adventure Show=Board thought booth price was too high, but encouraged staff to check out the event in March to see if it aligns with our goals

Executive Director's Report

Sarah then presented the board with the KPI's for September and October. The numbers were great—Especially October due to Fall Festival. She included Google Analytics, FB Insights, and Instagram Insights, and took the time to explain to the board the importance of these numbers to her and her goals for the Bureau.

Type	September	October
Google (website)	2524/2470 (Total/New)	3324/3233 (Total/New)
Facebook	13153/936 (Reach/Visits)	11061/783 (Reach/Visits)
Instagram	87/35	279/33
Shopify Net Sales	\$1,346.30	\$2,252.52

Sarah reminded the board that Instagram was a newer venture and those numbers should continue to rise. For merch sales, the setup at Fall Festival in front of Eagle Tavern was a source of those increased numbers.

For total visitors, September saw 239 and October saw a record 698. Those record numbers were driven by Fall Festival and a 90 person tour from Chops and Hops. Two arranged group tours occurred and 26 welcome packets were distributed.

Finance

Candice Meeler gave an update on the audit. Nothing was found to report. The total cost was substantially higher than the budget (\$7560.00), but we had the money for the increased cost. Candice and Sarah met with Finance at the County this past month. The financials look good, but there is some excess funding that needs to be spent so staff will put together a recommendation for the board for the January meeting. Staff asked board members to email Sarah if they have ideas for how to use that extra funding.

Eagle Tavern Field Trips

JoAnn shared a flyer that referred to Homeschool Fieldtrips from 2015. Sarah said they are looking to bring something like that back for the Oconee School system with hopes to launch in April. This would bring “experts” to have a “day in life” colonial tour for students. Greg Wilson mentioned Girl/Boy Scouts as another target audience. Deesha Hagwood mentioned that high school students might be good for representing some of the roles as well.

JoAnn Mentioned a Christmas Candlelight Tour that they would like to pitch for next year. Have sampling of food and beverage from the times and possibly commemorative Christmas ornaments for sale. Sarah has reached out to Dahlonaga to see who does their annual ornaments. Deesha mentioned that a “Christmas Village” type collector piece might also be a good idea, especially if a local artist could be involved.

Candice Meeler motioned for meeting to adjourn; Greg Wilson seconded—none opposed

Meeting adjourned at 6:16 p.m.