

OCTVB Board Meeting Minutes
Tuesday, January 10, 2023 | 5:30 pm
OSB Headquarters | Watkinsville, GA

In attendance: Casey Deming, Candice Meeler, Amber Deutsch, Dean Bright, and Deesha Hagwood

Absentees: Stephanie VanDyck, Greg Wilson

Staff: Sarah Cumuze, JoAnn Hubert

Casey Deming called the meeting to order at 5:35 p.m.

Candice Meeler moved to approve the meeting minutes from the previous meeting; Amber Deutsch seconded—none opposed

Executive Director's Report

Sarah presented the board with the KPI's for November and December. The numbers continue to look great. She once again included Google Analytics, FB Insights, and Instagram Insights, and there continues to be progress made in each of these channels.

Sarah noted that she and JoAnn took old/damaged inventory to a local senior center and distributed as door prizes as a special holiday venture.

Candice Meeler inquired about profits/expenses related to the Christmas trolley tours. Sarah explained the tourism board was a sponsor of the event, but did not put the event on. Therefore, the funds contributed from the merchandise account were validated as a sponsorship.

Sarah announced that Watkinsville will be hosting another Cookie Crawl in the near future, and local businesses are already signing up to support.

For total visitors, November and December combined saw 290. Two arranged group tours occurred and 18 welcome packets were distributed.

Finance

Candice Meeler gave an update on the budget and said everything look good for December and the budget is in good shape.

Discussion ensued regarding how to steward accumulated funds in 2023 and beyond for improvements and tourism benefit. The suggestion was made to look at using the Eagle Tavern location as a spot for future Tourism Office expansion. Sarah will do some further research on this and bring her findings back to the board for the next meeting.

Candice Meeler motioned for meeting to adjourn; Dean Bright seconded—none opposed

Meeting adjourned at 6:07 p.m.