

OCTVB Board Meeting Minutes
Tuesday, March 14, 2023 | 5:30 pm
OSB Headquarters | Watkinsville, GA

In attendance: Dean Bright, Amber Deutsch, Candice Meeler, Stephanie VanDyck, and Greg Wilson

Absentees: Deesha Hagwood, Casey Deming

Staff: Sarah Cumuze, Joann Hubert

Dean Bright called the meeting to order at 5:28 p.m.

Candice Meeler moved to approve the January minutes; Amber Deutsch seconded—none opposed

1. Director's Report—Sarah Cumuze gave the Board the KPI's for February.
 - 183 visitors
 - 99 Eagle Tavern visits, including 2 groups (Prince Ave Baptist and 1st Baptist of Covington)
 - 35 Welcome Packets
 - 34 website brochure requests
 - Instagram and Facebook numbers are climbing; Especially in February due to the Cookie Crawl
 - Merch was down in January/February; Traditional for winter (\$172.20=Jan; \$98.14=Feb)
2. Financial Update—Sarah gave an overview for FY23/24. Income is estimated at \$120,000. Rent is increasing, but for the most part we are on point. Sarah and Candice Meeler do expect the auditor to be more as well. Candice and Sarah will meet to go into further detail before the next meeting so a budget can be voted on. Candice gave an overview of financials and reminded the Board that one more payment from the County was expected this year. We are at \$102,000 in income to date, with \$76,000 in expense.

Sarah shared a new ad for the Georgia Discover Outdoors (which includes full page ad placement in print and web and app presence). Wire Park was featured in Georgia Connector magazine.

Sarah gave an update for the possibility of the Welcome Center behind the Eagle Tavern. She is meeting with a company next week to go over costs. Another possible option is the William Daniels House (oldest home in Oconee, circa 1790). The County has brought the potential option to her, and it would be rent free if it works. The Board asked Sarah to continue with her meeting, and get more information on the William Daniels House, including asking for an inspection. Sarah and Joann said they would be willing to meet Board members out at the house based on our schedules to get a closer look.

Amber Deutsch moved to adjourn; Greg Wilson seconded – none opposed.

The meeting adjourned at 6:31 p.m.

