

OCTVB Board Meeting Minutes
Tuesday, July 11, 2023 | 5:30 pm
OSB Headquarters

In attendance: Candice Meeler, Deesha Hagwood, Greg Wilson, and Casey Deming

Absentees: Stephanie VanDyck, Dean Bright

Staff: Sarah Cumuze, Joann Hubert

Guests: Amanda Prochaska, Oconee Enterprise; Jessica Deming

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

Greg Wilson moved to approve the May meeting minutes, Deesha Hagwood seconded – none opposed.

1. Directors Report

Sarah Cumuze gave the board analytics for the month. The ESP Playground of Opportunities was the most googled subject to get to the OCTVB website. We had an AJC print and digital ad, with most people averaging 57 seconds on the article. Sarah presented billboard options for GA 316 and 441. Greg Wilson suggested that we review the Explore Georgia opportunities further. The new Oconee videos have more than 1,000 views on Youtube, and the ghost tour video should be ready next month.

Sarah also went over the William Daniells House move. The punch list is close to completion, and the bathrooms are getting other proposal options. It will be \$50,000-55,000 for a pre-fab kit plus installation costs so we need to consider other proposals. We also need to request the Memo of Understanding (MOU) before we can make a decision on bathrooms.

2. Financial Report

Candice Meeler gave a financial update. We are on budget for the year, with an expected overage that we should know more about later this summer.

3. Public Comments

Amanda Prochaska with Oconee Enterprise asked again why we have elected to not advertise in the County newspaper. Sarah explained that we have been advised to advertise 50 miles outside of the County. Sarah advised Oconee Enterprise that we wish to continue our partnership, but we are exploring and trying other ad avenues at this time.

Candice Meeler moved to adjourn; Greg Wilson seconded – none opposed.

The meeting adjourned at 6:21 p.m.