

OCTVB Board Meeting Minutes
Tuesday, September 19, 2023 | 5:30 pm
Oconee County Admin Building

In attendance: Candice Meeler, Deesha Hagwood, Amber Deutsch, Greg Wilson, Casey Deming, and Stephanie VanDyck

Absentees: Dean Bright

Staff: Sarah Cumuze

Casey Deming called the meeting to order at 5:37 p.m.

1) Director's Report:

Sarah Cumuze reminded board that they moved the Visitor's Center to the William Daniells House. The Purchase order for the bathrooms has been submitted as well.

KPIs:

Welcome Center visitors: 117

Williams Daniell Visitors: 12

Eagle Tavern: 61

Welcome Packets: 13

Google Analytics showed event calendar, Visit Watkinsville, and ESP Miracle Field were still the biggest website traffic drivers.

Facebook is up from 8,000 to over 13,000 (July 916 new visits; August 1175)

Merch:

July: \$143.25

August: \$426.25

Sales are down, but this is not a focus at the moment.

Tours: Ghost tours show all dates have bookings. Two are sold out already.

Chris Greer Video-Over 4,000 views; GPB to air as a special

Amber Deutsch asked about reels and Tiktok. Sara said some of the volunteers from Beta Club have reached out and this might be a good fit for their service hours. Greg Wilson asked about the Explore Georgia calendar. Deesha Hagwood asked about a ribbon cutting for the house. Sarah said she's spoken to Courtney with Oconee Chamber, and they are targeting the beginning of the new year so all rooms at the house would be ready to show.

Candice Meeler asked about directional signage, and Sarah said she had contacted the County. Candice also asked about Eagle Tavern, and Sarah said data showed that Mondays and Fridays were busiest so Joann's scheduled to be there those days.

2) Financials

Sarah also brought up the audit. County wants by the end of September an everything is being finalized. Candice gave a financial update. So far everything for the year is looking good. We have a \$35,000 overage from last fiscal year. Candice also mentioned that there was a \$30,000 overage from the first quarter of this year. Bank account is up as a result at just over \$111,000.

The next meeting will be on Tuesday, November 14 at 5:30 p.m. at Oconee County Admin Building.

Deesha Hagwood moved to adjourn; Greg Wilson seconded – none opposed.

The meeting adjourned at 6:04 p.m.