

OCTVB Board Meeting Minutes
Tuesday, January 9, 2024 | 5:30 pm
Oconee County Administrative Building

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

Absentees: Dean Bright, Candice Meeler

Staff: Sarah Cumuze, Joann Hubert

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

Amber Deutsch moved to approve the September meeting minutes, Deesha Hagwood seconded – none opposed.

1. Director's Report—Sarah Cumuze told the staff the bathroom is complete. Construction on Eagle Tavern (chimney/shutters/shingles) starts next week. It must be finished in March for the March field trips and the April Ramble event. Staff will not have time over there during the construction.

KPIs:

Welcome Center visits-48

Eagle Tavern-71

Packets-3

Website Brochures-102; This is significantly up and staff thinks this is due to the Atlanta Journal Constitution campaign.

Facebook

November Reach-259,951/Page Visits 3,503 (2022=11,853/639)

December Reach-380,824/Page Visits 3,853 (2022=6,316/595)

Instagram

November Page Visits-96 (Double our 2022 numbers)

December Page Visits-49

Merchandise

November-\$105.45

December-\$485.76

Google

November (New) 11K

December (New) 10K

Top 3: Visit Watkinsville, Events, and Christmas Parade

Amber Deutsch asked about audience. Sarah said she was dive into her dashboard and report back.

Sarah gave an overview of the BBQ Meeting with Kate from Watkinsville Downtown Development Authority and Jeff Campbell. Tentatively the weekend of April 13. Stephanie VanDyck asked about G-Day and the Masters competing that weekend, but Sarah said currently it was the only option. It would be at Rocket Field from 6-9 p.m. Sarah reminded the board we are marketing the event in collaboration with DDA. Deesha asked about merch at the event and Eagle Tavern. Amber mentioned merch for field trips at Eagle Tavern would be a plus.

Casey Deming asked about the roof work. Sarah said it is working on shingles but not the entire roof. Casey mentioned the old shingles could be branded to make a keepsake or ornament to sell.

Sarah mentioned that the staff is redoing the brochures because of all the County business changes.

Sarah told the board the bathroom was moving along. A few more weeks, and it should be good to go in December.

Sweet the Street (Cookie crawl) is happening February 10. Deesha mentioned for the Ramble event we needed to have a printed piece for visitor to leave with something tangible.

Casey mentioned the success of Watkinsville BINGO. Stephanie asked about a passport idea similar to the Athens Beer Trail to keep visitors coming back/going to local businesses, and Amber mentioned that one reflecting coffee in Oconee would be a good idea.

The next meeting will be on Tuesday, March 12, 2024, at the Oconee Administrative Building.

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

The meeting adjourned at 6:17 p.m.