

OCTVB Board Meeting Minutes
Tuesday, May 14, 2024 | 5:30 pm
Oconee County Administrative Building

In attendance: Casey Deming, Stephanie VanDyck, Amber Deutsch, Dean Bright, Deesha Hagwood

Absentees: Candice Meeler, Greg Wilson

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:34 p.m.

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

1. Director's Report—Sarah Cumuze told the board that Candice Meeler has opted not to renew her board application. Dean and Greg have both reapplied. Board of Commissioners votes in June. With Candice's departure, we need to appoint a new treasurer. There was brief discussion of who might be interested in the position or whether the new appointee would be asked. Casey suggested a board "refresher" once the new member is appointed.

2.

KPIs:

Welcome Center visits-95 for March/April 2024

Eagle Tavern-268 (Ramble in April)

Packets-3

Facebook

March Reach-175,000/Page Visits 1,600

April Reach-11,000/Page Visits 460

Instagram

March Reach-1,400/Page Visits-63

April Reach-1,500 Page Visits-58

Merchandise

March: \$0.00

April: \$186

Google

March (New) 15K

April (New) 12K

Top Websites: Visit Watkinsville; Events; ESP Playground

Sarah explained that the BOC is considering moving the Eagle Tavern to under the “Welcome Center” so funds can be used vs. requested. She also mentioned that Jeff Clarke is interested in working 10 am-2 pm on Saturdays as a “contract worker” to allow staff not to work the weekend but be there for visitor demand. If this goes through, we would 1099 him as a contract worker. Casey asked about volunteers, but JoAnn Hubert mentioned that reliability is an issue. She is currently at Eagle Tavern Mondays and Fridays with tours 10 am-3 pm. Amber suggested a press release about Saturday opening.

Sarah also said she has talked to the family that owns the equipment upstairs at Eagle Taven about moving some items to Bogart Agricultural Center so that we can better utilize that space.

Sarah mentioned that the former Antebellum Trail is now the Georgia Trail of Legacy and Lore. She is handling their Facebook and ads; Google ads. She is working with Chris Greer for video. Sarah shared the new Oconee Visitor Guides. Deesha Hagwood asked about having a digital version. The BBQ Competition is scheduled for August 3. Downtown Development Authority is planning and financing and we are helping to market.

The next meeting will be on Tuesday, July 9, 2024, at the Oconee Administrative Building.

Amber Deutsch moved to adjourn; Dean Bright seconded – none opposed.

The meeting adjourned at 6:47 p.m.