

OCTVB Board Meeting Minutes  
Tuesday, March 12, 2024 | 5:30 pm  
Oconee County Administrative Building

In attendance: Amber Deutsch, Greg Wilson, Dean Bright, Candice Meeler  
Absentees: Casey Deming, Stephanie VanDyck, Deesha Hagwood  
Staff: Sarah Cumuze, Joann Hubert

Dean Bright called the meeting to order at 5:42 p.m.

Greg Wilson moved to approve the January meeting minutes, Amber Deutsch seconded – none opposed.

Director's Report—Sarah Cumuze told the group that the repairs had begun on the Eagle Tavern. This included shingles, loose bricks and other updates. She informed the group that the work would be done by the week of March 25<sup>th</sup> as there were field trips scheduled after that.

Sarah Camuze informed the board that the museum room at The William Daniel House has been fully furnished and that the cost was approximately \$6,200.

KPIs:

Welcome Center visits-40  
Eagle Tavern-7 – Closed for repairs  
Packets-21  
Website Brochures-58

Facebook

January Reach-324,800 /Page Visits 2,100 (2023=5,600/266)  
February Reach-182,300/Page Visits 1,600 (2023=13,700/642)

Instagram

January Page Visits-54  
February Page Visits-49

Merchandise

January-\$43.20  
February-\$63

Google

January (New) 10k

February(New) 11K

Top 4: Visit Watkinsville, Dining, Events Calendar, esp Playground

Sarah mentioned that the Paid Social Media Contract would end in April. The renewal price would be \$30,000 for six months. Candace recommended voting at a later date when we had more information and all board members available.

Dean suggested we create a one page annual report promoting all that the Tourism and Visitors Bureau had accomplished that year.

Joan will talk to Kendra in Greensboro about their interactive museum pieces and get information that we may can use at the Eagle Tavern and the William Daniel House.

Candace asked about the new welcome center signage and Sarah confirmed that it was complete.

Amber brought up placing ads on Trip Advisor. She also mentioned utilizing Trip Advisor reviews. Greg liked that idea and mentioned that we partner with other organizations such as the chamber to provide training for local businesses on how to utilize reviews to grow their business.

Candace changed the topic to the budget. She asked for clarity on the travel line item. Sarah confirmed it was all In-State travel.

Amber made a motion to approve the proposed budget for the upcoming fiscal year.

Greg seconded the motion. None opposed. The budget was approved.

Candace informed group of new debit cards coming for all accounts. Sarah will double check the mailing address for all banking information.

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

Greg Wilson moved to adjourn; Candace Meeler seconded – none opposed.  
The meeting adjourned at 6:15 p.m.