

OCTVB Board Meeting Minutes
Tuesday, November 14, 2023 | 5:30 pm
Oconee County Administrative Building

In attendance: Dean Bright, Candice Meeler, Casey Deming, Stephanie VanDyck

Absentees: Amber Deutsch, Greg Wilson, Deesha Hagwood

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:26 p.m.

Dean Bright moved to approve the September meeting minutes, Stephanie VanDyck seconded – none opposed.

1. Director's Report—Sarah Cumuze gave an update on numbers for the Welcome Center and the Eagle Tavern since the move to the William Daniells House at the end of August. Eagle Tavern saw 895 visitors, driven by the Watkinsville Trick or Treat and the Fall Festival. Welcome Center saw 56, and five packets were given out.

The Monday before Halloween, the Georgia Public Broadcasting network aired the Eagle Tavern Haunted tour with Jeff Clarke. This is likely responsible for some of the traffic, both foot and website.

Facebook

September 998 page visits

October 1,257

Instagram

September 64 page visits

October 76 (Reached highest since 2022)

Merchandise

September \$1,584.85

October \$2,194.36 (Over \$1,600 at Fall Festival)

Google

September (New) 4.3K

October (New) 4K

Top 3: Not set (2,460), Visit Watkinsville (712), and Events Page (1,947)

Sarah mentioned the "Made in Oconee" Series (Video Reels). Farm 441 released today and is approximately three minutes long. She also talked about site retargeting. Once we have 2,000 users, the site retargeting started through the AJC. Sarah noted that this \$30,000 contract

comes from the overage of last year (\$35,000); It's six months long and started November 1. She shared the dashboard she gets. Click through rate is great (2.85%); Almost 9,000 clicks in two weeks. Dean Bright said he'd give it a month or so and call neighboring towns to share/learn what they are doing.

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

Working with Chris Greer's work (Madison Studios) to try and update/refresh our website. We are also updating brochures for next year.

Sarah gave the dates for the board meetings for 2024.

Jan 9

March 12

May 14

July 9

September 10

November 12

Casey Deming asked about a welcome to William Daniells House. Sarah said it is still on par to host a "Grand Opening" after the first of the year.

There was a brief discussion about volunteers, or even the need for additional staffing if growth continues.

2. Financial Update – Candice Meeler gave a financial update. The computer licensing was over budget, but Sarah explained that Jo Ann got a new computer. Candice also said there was a new line item of meeting expense that had zero budget, but Sarah explained that was for meetings/lunches, and would hit a different line item so she would follow up with Accounting. Insurance was higher than expected, but the bill hit earlier so that might be a factor. Sarah is checking on funds for the second quarter from the County—they have been requested but not received at the time of the meeting. Sarah will bring the audit report to the next meeting.

Dean Bright moved to approve the financials, Stephanie VanDyck seconded – none opposed.

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

Candice Meeler moved to adjourn; Dean Bright seconded – none opposed.

The meeting adjourned at 6:27 p.m.