

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

In attendance: Casey Deming, Stephanie VanDyck, TJ Stephens, Dean Bright, Deesha Hagwood

Absentees: Amber Deutsch, Greg Wilson

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:35 p.m.

Deesha Hagwood moved to approve the May meeting minutes, Dean Bright seconded – none opposed.

1. Director's Report—Sarah Cumuze introduced TJ Stephens. He will fill the seat vacated by Candice Meeler. The board did a brief introduction of one another.

Sarah reminded the board that the Treasurer position is open. Amber Deutsch had volunteered at the previous meeting to take on the role.

Deesha Hagwood moved to accept Amber Deutsch as treasurer, Dean Bright seconded – none opposed.

- 2.

KPIs:

Welcome Center visits-53

Eagle Tavern-91

Packets-18

Facebook

May Reach-203,700/Page Visits 1,300

June Reach-209,500/Page Visits 1,200

Instagram

May Reach-909/Page Visits-45

June Reach-1,200 Page Visits-61

Merchandise

May: \$61.76

June: \$22.14

Google

March (New) 13K

April (New) 15K

Top Websites: Visit Watkinsville; Dining; Events; ESP Playground

Sarah explained that the staff is looking into some new Marketing options. The AJC opportunity has paid off well, but they are also looking into Explore Georgia and other avenues as that contract expires. Deesha mentioned Cox Media and said she would send Sarah the information.

Sarah then spoke extensively about the BBQ event for August 3rd from 6:00-9:00 p.m. on Rocket Field. It will benefit Bethelhaven in Oconee. 14 amateur teams secured. 7-8 teams will also take part in a baking contest. Sarah explained the event is Downtown Development Authority's event, but we are helping to market. A \$15 wristband is available for those who wish to taste, and the event will be All-you-can-eat. We are searching for volunteers to assist with the execution of the event. Deesha mentioned the high school Beta Clubs.

The next meeting will be on Tuesday, September 10, 2024, at the Oconee Administrative Building.

Dean Bright moved to adjourn; Deesha Hagwood seconded – none opposed.

The meeting adjourned at 6:41 p.m.