

OCTVB Board Meeting Minutes
Tuesday, November 19, 2024 | 5:30 pm
Oconee County Administrative Building

In attendance: Dean Bright, T.J. Stephens, Amber Deutsch, and Stephanie VanDyck

Absentees: Greg Wilson, Deesha Hagwood, Casey Deming

Staff: Sarah Cumuze, Joann Hubert

Dean Bright called the meeting to order at 5:43 p.m.

Amber Deutsch moved to approve the September meeting minutes, T.J Stephens seconded – none opposed.

Treasurer’s Report—Amber gave an update on September financials. Audit is complete and everything looked good.

T.J Stephens moved to approve the September meeting minutes, Dean Bright seconded – none opposed.

Director’s Report—Sarah Cumuze gave an update on numbers for the Welcome Center (63) and the Eagle Tavern(1,521)—both we up due to the Fall Festival. Merch was up in September for Jeff’s Ghost Tours. Dean asked if the Board of Commissioners needed to see the numbers; Sarah said she sent them to Justin, who communicates with the commissioners. Amber added that businesses may like to see these as well. T.J. asked about demographics/zip codes, and Sarah said she could access that information and share.

From a marketing perspective, the board needed to vote to move forward with the AJC/Cox Media contract.

T.J Stephens moved to continue the AJC contract; Stephanie VanDyck seconded – none opposed.

Facebook

September: 192.3K/1.3K page visits

October: 277.8K/3.9K page visits

Instagram

September 3.3K/64 page visits

October 3.8K/351 page visits

*All higher than 2023

Merchandise

September \$1,740.10
October \$820

Google

September (New) 3.5K
October (New) 16K

Top 3: Visit Watkinsville, Fall Festival, and Events Page

Events—Ghost tours are complete with mostly sellouts. Fourth grade field trips went great, and staff are looking for more opportunities.

Looking to do more videos so Chris Greer has been shooting content.

December 8—Downtown Watkinsville Christmas Parade (OCTVB doing cookies and hot chocolate)

Sarah asked the board about holding future meetings at the William Daniells House. Dates for 2025 are as follows:

January 14

March 11

May 13

July 8

September 9

November 11

The next meeting will be on Tuesday, January 14, 2025, at the William Daniells House.

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

The meeting adjourned at 6:10 p.m.