

Oconee County Tourism Bureau Meeting Minutes

Date: Feb 18, 2025 **Time:** 5:30PM

Location: Eagle Tavern

1. Call to Order

The meeting was called to order by Casey Deming, Chairman

2. Agenda Overview

The primary agenda item was the review and approval of the budget for the fiscal year 2025-2026.

3. Budget Presentation

Presenter: Sarah Cumuze, Director

- The proposed budget for 2025-2026 is **\$150,000**, an increase from last year's **\$125,000**.
- A key change this year is that all expenses related to the Tourism Bureau building, including electricity and water, will now be funded through the **Tourism Development Board (TDB)** rather than taxpayer dollars.
- The marketing budget for the year is **\$72,000**, allocated for photography, video work, and digital marketing, with a focus on adapting to AI-driven changes.
- The organization will reduce participation in conferences, as past events have not provided substantial benefits.

4. Budget Approval

- A motion to approve the proposed budget was made by Greg Wilson.
- The motion was seconded by Dean Bright, Vice Chair
- The motion passed unanimously.

5. Additional Discussions

- No additional concerns or questions were raised.

6. Adjournment

- A motion to adjourn was made by **Greg Wilson**
- The motion was seconded by Deesha Hagwood
- The meeting was officially adjourned with unanimous approval.

Meeting adjourned at: 5:50PM

Minutes prepared by: Casey Deming, Chairman

