

OCTVB Board Meeting Minutes
Tuesday, September 10, 2024 | 5:30 pm
Oconee County Administrative Building

In attendance: Casey Deming, Stephanie VanDyck, TJ Stephens, Dean Bright, Amber Deutsch, Greg Wilson

Absentees: Deesha Hagwood

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:29 p.m.

Dean Bright moved to approve the July meeting minutes, Amber Deutsch seconded – none opposed.

1. Treasurer's Update—Amber Deutsch gave an update. Candice Meeler did give her a training and everything looks good. Sarah Cumuze will double check on the Profit/Loss, but the budget and ledger look good. Sarah said the audit is in progress. Cost is comparable with last year, and being fulfilled by Seymour and Perry, LLC.
2. Director's Report—
KPIs:
Welcome Center visits-68
Eagle Tavern-54
Packets-19

Hosted Society of Children of the American Revolution at the William Daniells House. Our contract with the *Atlanta Journal Constitution* ended July 31 so August numbers reflect that difference below:

Facebook

July Reach-230,000/Page Visits 2,500

August Reach-11,000/Page Visits 868

Instagram

July Reach-2,000/Page Visits-84

August Reach-1,300 Page Visits-77

Merchandise

July: \$4.32

August: \$694.27

Google

July (New) July 11,000

August (New) 2,600

Top Websites: Visit Watkinsville; Dining; Events; ESP Playground, BBQ Competition

Casey Deming asked about storing emails; Sarah confirmed this is done through Mailchimp. Greg Wilson asked about a newsletter. Sarah said we should, but time was an issue. Amber asked about a UGA Marketing Intern and said she would pass along the contact information.

Amber asked about Shopify and Sarah said that it has been taken down. The physical store still exists but this is not a current priority. August numbers were up due to the ghost tours.

Jeff has worked the past two Saturdays and seen visitors at Eagle Tavern. Tours his split 80/20 for ghost tours.

Sarah is working on rack cards for William Daniells House and Eagle Tavern. Staff has some field trips with Oconee Elementary for 4th grade in November (2 days) and hopes that more schools will follow. Greg asked about volunteer docents.

3. Events

Sarah drew attention to events happening in the County. The Bishop Boogie is September 21. The Bogart Fun Fest is September 28. Watkinsville Fall Festival is October 19.

The BBQ Event had great attendance and was a good fundraiser. Sarah stressed that it needs to be a Downtown Development Authority event and run with their staffing/volunteers in the future.

4. Marketing

Sarah went over the paid marketing plan. We spent \$30,000 with AJC for November-April and \$15,000 May through July. She likes the retargeting through Explore Georgia (Programmatic Media Offerings). Cox Media Group's was also presented. Casey and Greg mentioned SEO being key these days.

Amber Deutsch moved to allow staff to spend up to \$10,000 per month for the next 60 days (until November 10) for marketing purposes, Greg Wilson seconded – none opposed.

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

Amber Deutsch moved to adjourn; Greg Wilson seconded – none opposed.

The meeting adjourned at 6:35 p.m.