

OCTVB Board Meeting Minutes
Tuesday, January 14, 2025 | 5:30 pm
Oconee County Administrative Building

In attendance: Casey Deming, Stephanie VanDyck, Amber Deutsch, Deesha Hagwood, TJ Stephens

Absentees: Greg Wilson, Dean Bright

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:54 p.m.

Deesha Hagwood moved to approve the September meeting minutes, TJ Stephens seconded – none opposed.

1. Director's Report—Sarah Cumuze told the board that the 150th Birthday of Oconee County is Feb 22. There will be an event (food trucks, booths, speakers) from 10am-4pm; Asked the board to help promote; Amber Deutsch asked about promoting to schools, and Sarah mentioned that she was working through the system to get into school folders.

KPIs:

Welcome Center visits-195

Eagle Tavern-212

Facebook

November Reach/Page Visits-188,400/Page Visits 1,300

December Reach/Page Visits-157,600/Page Visits 1,300

Instagram

November Reach/Page Visits-1,600; 46 visits

December Reach/Page Visits-2,300; 51 Visits

Merchandise

November-\$43.20

December-\$0.00

Google

November (New) 11K

December (New) 9.9K

Top 3: Visit Watkinsville, Dining, Events

Events:

Sarah mentioned school tours have been a focus. Three are scheduled this week. Cookie Crawl is February 8 with an audience of 250-300 people. Working on a new project (Oconee 101) starts

with employees and public facing effort to start in the Fall. Oconee Joe is doing a lecture series at the doors of Eagle Tavern

Treasurer's Report:

Amber said that November looked good. December was not ready yet so Sarah will send around to board.

Sarah mentioned that the Thomas Farm Preserve has opened. Board members who have visited said it is a great addition to our County public spaces.

Sarah is working on the budget. She reminded the board it will look different because Eagle Tavern will be classified as a second Visitors Center. She will reach out to schedule a special meeting to approve the budget. Deesha asked if we should have a MOU with the County. Board was in agreement that we need something legally setting parameters to protect OCTVB.

Amber Deutsch moved to adjourn; Deesha Hagwood seconded – none opposed.

The meeting adjourned at 6:49 p.m.