

OCTVB Board Meeting Minutes
Tuesday, March 11, 2025 | 5:30 pm
Oconee County Administrative Building

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

Absentees:

Staff: Sarah Cumuze

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

Deesha Hagwood moved to approve the January meeting minutes, Greg Wilson seconded – none opposed.

1. Treasurer's Report—Amber Deutsch said December and January looked good. Sarah Cumuze will provide the board with February financials when complete.
2. Director's Report—Sarah explained that we were doing the AJC marketing last year when sharing the KPIs. Amber asked to see organic reach compared to when Sarah started. Dean Bright requested that KPIs be shown side by side.

KPIs:

Welcome Center visits-451

Eagle Tavern-429

Facebook

January Reach/Page Visits-49,800/Page Visits 964

February Reach/ Page Visits-153,900/Page Visits 2,100

Instagram

January Reach/Page Visits-4,200; 87 visits

February Reach/Page Visits-5,000; 162 Visits

Merchandise

January-\$0.00

February-\$0.00

Google

January (New) 2700

February (New) 4300

Top 4: Feb 22 (150th), Visit Watkinsville, ESP Playground, Dining

Events:

January saw a field trip for home school students (35). Working to create a document with appropriate grade options. Amber asked about other counties, and Sarah mentioned Social Circle and Covington were scheduled. Greg Wilson asked about volunteers, and Sarah mentioned the need to expand the volunteer base.

February saw the Cookie Crawl, which had less turnout than 2024, but still a strong showing. Sarah did career day at Rocky Branch Elementary School and was planning for High Shoals. Prince Avenue scheduled a field trip for mid-March. The 150th anniversary bash was the “best department event in 6 years” from the County Manager.

Looking forward, Oconee 101 is starting a trial in the spring with plans to rollout this Fall. There is another BBQ Competition being planned, but it will not be ours (new DDA planning for Aug. 2) Two more field trips in April, and Bushcraft will be April 4-6.

Dean mentioned that the hotel behind Hobby Lobby was approved for 260 rooms.

Deesha Hagwood mentioned an approved content folder for public access for businesses to access but would need parameters for visitors and content.

Greg Wilson moved to adjourn; TJ Stephens seconded – none opposed.

The meeting adjourned at 6:10 p.m.