

OCTVB Board Meeting Minutes
Tuesday, May 13, 2025 | 5:30 pm
Eagle Tavern

In attendance: Stephanie VanDyck, Amber Deutsch, Deesha Hagwood, Greg Wilson

Absentees: Dean Bright, Casey Deming, and TJ Stephens

Staff: Sarah Cumuze, Joann Hubert

Amber Deutsch called the meeting to order at 5:35 p.m.

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

1. Treasurer's Report—Amber Deutsch asked staff about no income in February but said that March was higher than expected. Sarah Cumuze said she would follow up, and then she and Amber could reconcile.
2. Director's Report—Sarah provided graphs to show KPIs over time to board. Amber asked about the AJC months, and Sarah pointed out that we had AJC May-July 2023, October 2023-March 2024, February -April 2024, April-June 2024, and October 2024-December 2024. Amber asked about the 2024 dip, and Sarah pointed out that we had dropped AJC that month. Deesha mentioned strategizing when we have more traffic to plan events. Amber mentioned sharing this information with local businesses to help them plan.

KPIs:

Welcome Center visits-34

Eagle Tavern-104

Facebook

March Reach/Page Visits-226,400/Page Visits 2,800

April Reach/ Page Visits-199,100/Page Visits 2,000

Instagram

March Reach/Page Visits-16,900; 136 visits

April Reach/Page Visits-3,300; 73 Visits

Merchandise

March -\$17.28

April-\$0.00

Google

March (New) 11,000 New/9,900 Paid Social

April (New) 11,000 New/9,700 Paid Social
Top 3: Visit Watkinsville, Events, ESP Playground

Sarah mentioned that we have a new auditor because County finance realized we needed a fuller audit, and the company we have been using does not do those. We have reached out to a new company, but the cost is double (\$15,000 vs. \$8,200). Sarah requested \$32,800 to cover the audit and a new part-time position since Joann is at Eagle Tavern full-time now. This position would cover William Daniells House when Sarah is out of the office and would focus on social media. The presented budget is amended; Part-time position is not a County position, just TVB for 20-25 hours a week. Sarah presented a full job description to the board, and Greg Wilson asked about Worker's Compensation and General Liability as well as Payroll. Amber asked if it would eliminate any cost—Sarah answered no, and then Amber followed up with asking if we have enough to cover 2+ years until projected hotels for the future are complete. Deesha asked about UGA Internship program through Terry College of Business, and Sarah said she would investigate it.

Greg Wilson moved to approve staff recommendation of amended budget to cover auditor and new part-time salary, Deesha Hagwood seconded – none opposed.

Sarah presented the board with a quote to work on wood rot work on the William Daniells house. We must use an approved vendor. The quote is \$16,975 and would fall under the main budget account to work on all three porches. Amber asked if it would be possible to split across two fiscal years. Sarah said yes. Deesha asked if it would be possible to fall under TCT, and yes, it does fall under TCT. Greg asked about insurance of the vendor, and yes, the approved vendor must be insured. Sarah asked the board for a vote because it is over \$5,000.

Greg Wilson moved to approve expenditure; Deesha Hagwood seconded – none opposed.

Sarah presented board with Explore Georgia data; We have seen/surpassed pre-pandemic numbers. Amber said this is what Oconee businesses need to see. Deesha mentioned giving data to Oconee Economic Development.

Upcoming Events:

Summer Fest: BINGO Game Night on June 12.

BBQ Competition: August 2

America 250: Visit Oconee to lead the effort

- June/July 2026
 - Bogart: Dance Party
 - Bishop/High Shoals: Reenactment Day
 - Watkinsville: Thomas Park Fireworks

Stephanie VanDyck moved to adjourn the meeting; Deesha Hagwood seconded – none opposed.

The meeting adjourned at 6:26 p.m.