

OCTVB Board Meeting Minutes
Tuesday, July 8, 2025 | 5:30 pm
Eagle Tavern

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

Absentees: Amber Deutsch, Deesha Hagwood

Staff: Sarah Cumuze, Joann Hubert

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

Greg Wilson moved to approve the May meeting minutes, TJ Stephens seconded – none opposed.

1. Treasurer's Report—With Amber out, Sarah Cumuze told the board that she spoke with Amber and that everything looked good. The new fiscal year started July 1. Audit has begun.
2. Director's Report—Eagle Tavern is now open full time. Tours are 10 a.m.-3 p.m. daily. There has been positive feedback from Watkinsville community. Greg Wilson mentioned that the numbers for Eagle Tavern looked good. Sarah gave out some brochures for the ghost tours, and those dates are live. Tour is revamped to include more Eagle Tavern and safer with higher traffic through the area. Casey mentioned incorporating downtown businesses into the tour. Joann mentioned a discount card for businesses who participate. She also mentioned a Valentine's Trolley idea and the group discussed.

Sarah told the board that they have a new part-time person, Olivia.

Sarah presented board with MOU from the County. Board of Commissioners vote to approve in August.

Facebook

May Reach/Page Visits-190,400/Page Visits 2,600

June Reach/ Page Visits-199,600/Page Visits 727

Instagram

May Reach/Page Visits-2,300; 77 visits

June Reach/Page Visits-2,700; 106 Visits

Merchandise

May-\$0.00

June-\$0.00

Google

May (New) 12,000 New/9,700 Paid Social

June (New) 4,500 New/1,700 Paid Social

Top 3: Visit Watkinsville, Events, ESP Playground

Upcoming Events:

BBQ Competition: August 2 (Sarah showed board the banner)

America 250: Visit Oconee to lead the effort

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

Dean Bright moved to adjourn the meeting; TJ Stephens seconded – none opposed.

The meeting adjourned at 6:13 p.m.