

OCTVB Board Meeting Minutes

Tuesday, September 9, 2025 | 5:30 pm

Eagle Tavern

In attendance: Amber Deutsch, Greg Wilson, Dean Bright, Deesha Hagwood and TJ Stephens

Absentees: Casey Deming and Stephanie Van Dyck

Staff: Sarah Cumuze, Joann Hubert, Olivia Miller

Dean Bright called the meeting to order at 5:35 p.m.

Greg Wilson moved to approve the July meeting minutes, TJ Stephens seconded - none opposed.

1. Treasurer's Report-Sarah Informed board that we have a new accountant with the same firm. Due the change, the finance reports were not prepared at this time. July and August reports will be sent to treasurer for review when they are ready.

2. Director's Report-

- Sarah reported that there was a \$25,000 overage at the end of the fiscal year.
- Sarah reported that the digital marketing agency that department has been using has closed. She is shopping for a new firm and has 2 meetings set up in the coming weeks with potential companies.
- Sarah reported that she will be attending the Governors conference September 24 – 26 in Savannah.
- Olivia reported that she has been creating “Meet a Community Member” reels for businesses on Instagram
 - Deesha suggested having a way for businesses to reach out to Olivia if that want to be featured
 - Greg mentioned doing a digital calendar of events
- Joann reported that she is actively trying to increase followers on Facebook – as that is her target audience
- Joan also reported they will be doing 3 evening “Ghost Hunts” in October at the Eagle Tavern- each with 8 people
 - Ghost hunt will be for 21 and up
 - Deesha suggested making it 18 and up instead. Saah will consider.

- Sarah informed Board of an opportunity to purchase a stagecoach from a high school band department.
 - Stage Coach is \$5k and they will bring it to Eagle Tavern
 - Questions from the board include storage, liability, usage
 - TJ recommended talking to an expert
 - Dean shared he has connections that can consult
 - Next steps – Sarah to get dimensions and see if stag coach will fit in carriage house at Eagle Tavern. Dean to connect Sarah to expert.

Facebook

July Reach – 350,000 | Follows 100

August Reach – 290,000 | Follows - 90

Instagram

July Reach-27,000 | Page Visits -205 visits

August Reach-9,000 | Page Visits 199 visits

Shopify

July - \$70.10

August - \$162

Dean Bright moved to adjourn the meeting; Deesha Hagwood seconded - none opposed.

The meeting adjourned at 6:33 p.m.