

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

In attendance: Stephanie VanDyck, Amber Deutsch, Casey Deming, Greg Wilson, TJ Stephens

Absentees: Dean Bright, Deesha Hagwood

Staff: Sarah Cumuze, Joann Hubert

Casey Deming called the meeting to order at 5:29 p.m.

Amber Deutsch moved to approve the September meeting minutes, Greg Wilson seconded – none opposed.

1. Treasurer's Report—Amber Deutsch reported that July-Oct reports came late today, but she will notify the board if anything is questionable. Sarah Cumuze mentioned that this is all due to the new accountant taking over.
2. Director's Report—Sarah mentioned they are coming out of busy season. Joann Hubert mentioned the Tavern ghost hunts, and that Jeff did his Haunted History Walking tours. The last of Jeff's tours is a reschedule for tomorrow (11/12). Sarah mentioned the OCES 4th grade tours. There is a St. Joe's tour scheduled for next week.

Sarah also talked about attending the Governor's Conference in September, which focused on social media interactions vs. follows, so she is working to implement more. Sarah also signed with Cox Media Group for marketing (digital ads, social, and geotargeting). Our mobile speed is down, and she is looking to improve.

The audit is finalized and then Sarah will work with County finance.

KPIs:

Welcome Center Visitors: 199

Eagle Tavern Visitors: 1590

Welcome Packets: 2

Website Brochures: 33

Merch:

September: \$906.12

October: \$1,045.74

3. Upcoming Events—The downtown Christmas parade is scheduled for December 7. Oconee State Bank is sponsoring the hot chocolate with Deesha's recipe. Eagle Tavern will be open. Numbers are down due to the barricades.

JoAnn mentioned an evening tour for Christmas. Casey Deming asked about doing a place to see Santa, and Amber asked if it would be free or for donations. Stephanie VanDyck asked about getting Santa this late in the season as they book up early. Greg said a non-monetary donation (mentioned food for the food bank) might be a good donation alternative. Sarah said she would keep the board posted.

Sarah brought up the stagecoach. She is measuring to see if it fits. It's \$5,000, plus more expense due to landscaping. Group discussed. Greg mentioned it's probably better to rent one.

Amber Deutsch moved to not purchase the stagecoach, TJ Stephens seconded – none opposed.

Sarah mentioned the central schoolhouse. Justin and Lisa Duvall have approached OCTVB about potentially opening but not supporting financially. Greg said he would consider staff capacity of managing three properties. Sarah to keep board posted.

Casey mentioned that the Luxury Inn was purchased and the plan is a boutique hotel.

Greg Wilson moved to adjourn the meeting, TJ Stephens seconded – none opposed.

Meeting adjourned at 6:26 p.m.