



Minutes
Tourism Board Meeting
October 10, 2019

Present: Debbie Bowden, Lynda Blades, Anthony Casey, Tara Coursey-Hill, Jen Hodge, Phil Liske, Don Mulrine, John Phillips, Debi Sewell, Tracey Snyder

Staff: Ceres Bainbridge

Mr. Liske called the meeting to order at 8:02.

Mr. Casey made a motion to approve the minutes, Mr. Mulrine seconded it. They were approved by unanimous vote.

Ms. Bainbridge reviewed the budget with the board. She said she would not be attending the MATPR conference in Richmond, VA. She feels like it's a good idea to miss once in a while to remain fresh. She has not left the organization. She also will not be advertising in the Waterfowl special magazine this year, either. Not spending on these two items this year should help finance other aspects of the budget and move and reprinting of the visitor guide and the arts guide and the original ag guide. In addition to these savings, Tourism continues to alternate between using the State Tourism Office's "Open for it," template for 100 percent reimbursement and the county's "You belong here," template for 50 percent reimbursement.

She has asked ASG about performing our financial review once again this year. Ms. Clemens will ask a Leif Carville for a quote. Mr. Phillips requested that Mr. Clemens please go back to the year-to-date budget format, so that the board could see the larger picture. Ms. Bainbridge agreed to let Mr. Clemens know.

Ms. Bowden made a motion to accept the latest financial report. Ms. Sewell seconded it. The financial report was approved by unanimous vote.

Ms. Blades requested that everyone should share posts they see to create more followers on Facebook. Tourism always invites new visitors to like their page. If we all make a concerted effort, we should be able to increase the number of "likes" to our Facebook page.

Ms. Bainbridge delivered her directors report. At one point, Mr. Liske requested that she find out what Christina Lippincott did when working for tourism that had Outstanding Dreams hosting 16 buses a year. We do send someone to the American Bus Association every year to attract tour buses. There was considerable conversation regarding this.

Tourism is working with the Arts Council to pull the Created in Caroline Tour together. Ms. Blades volunteered to assist in getting artists to commit. Ms. Bainbridge will be meeting with Arts Council, FACES, and others to see if they can participate this year. Ms. Lippincott is working on the brochure. Radio spots will be placed for November.

Ms. Sewell made a **motion to adjourn**. Ms. Blades **seconded** it. Adjournment was **approved by unanimous vote** at 9:11.