

**Attendance:**

Members: Frank Lesesne - Chair, Hina Patel- Vice Chair, Christian Kata - Treasurer, Lisa Kassuba, Dick Stewart, Ron Tucker, Alissa Murrie, Chris Butler, Eileen Newton, Greta Maddox, JW Weatherford, Linda Roper, Todd McDaniel  
Ex-Officio: Robb Wells, Ashlee Houck  
CVB Staff: Lynda Dyer, Lynda Jeffries, Megan Carew, Colleen Smith

**Call to Order**

Murrie called the meeting to order at 9:04 am.

**Review of the Minutes**

Approved the Consent Agenda

*Motion: Kata*

*2nd: Roper*

*Passed Unanimously*

**Financial Report**

Mr. Kata updated the board on the Audit (*Attached*) with the full response from the auditor. The audit has been submitted to proper committees and comes to the board for full acceptance.

Approve the Audit

*Motion: Butler*

*2nd: Roper*

*Passed Unanimously*

**Advertising REcovery Plan**

Wells presented the Recovery Marketing Plan recognizing that there would be potential changes to the allocations and timing of the plan. Mr. Stewart addressed the need for additional funds to be added as to include the market of Atlanta and Charlotte more effectively. Mr. Lesesne agreed to the adding of funds but would approve of the allocation of additional funds up to the desired amount. Given the timing, staff would be able to work with the advertising partners to identify that number and present to the county administrator as to when the appropriate time to ask for funds. Mr. Butler agreed with the additional markets being added to the plan and shared that those markets have benefits to non tourism industry partners as well. Mrs. Patel added that we don't have an idea of when people will actually feel comfortable to travel and with hurricane season starting in 7 weeks, if we ask for more money initially and advertise more heavily sooner rather than later, I'm not sure how long the message will sustain. She also added that local and federal government may decide to have a stricter "stay at home" ordinance coming like other countries in the world are doing now. Wells addressed the timing of the advertising would be

done at an appropriate time but requesting the funds now allows for us to plan for a future release.

Mr. Stewart pointed out that the funds that the CVB would be requesting are within the county's reserve ATAX account and would not interfere with their general funds. Ms. Kassubra asked if we did not spend all of the funds in phase 1 would the funds roll into the next phase. Wells responded that would be the case and our accounting to the county would reflect that.

Approve the Recovery Plan and Request for Funding

Motion: Roper

2nd: Kata

Passed Unanimously

**Meeting Adjourned**