

**Attendance:**

Members: Charlie Calvert - Vice Chair, Frank Lesesne, JW Weatherford, Chris Johnson, Linda Roper, Tom Mikell-Attorney  
Ex-Officio: Robb Wells  
Chamber Staff: Lynda Dyer

**Call to Order**

Calvert called the meeting to order at 8:33 am.

**Review of the Minutes**

None for approval.

**Tourism Business**

Presentation was made by Dean Moss with the Friends of the Spanish Moss Trail. The presentation was that of a proposed concept of extension of the Spanish Moss Trail to the Downtown corridor. The board voted unanimously to send a letter of support for the proposed concept of extension of the Downtown trail to the Spanish Moss Trail.

**Financial Report**

Mr. Kata reported the finances for the CVB, after one month reflects the expenditures for the month but not the revenues, as they are coming in during August and would be updated for the September Board meeting.

Dr. Calvert brought a item before the board regarding the certificate of deposit that had matured. After a resubmission of the rates to the board, the cd rate with Ameris bank was selected by a unanimous email vote, with Mr. Kata recusing himself from the process and vote.

**President's Report**

Mr. Wells updated the committee on the end of month reports indicating that SEO and website traffic were down. Action: to monitor for the rest of the quarter to see if a trend was developing with the website traffic or just a one time event. *(President's report was included in the board packet and available online.)*

**Committee Updates**

The nominating committee was appointed with the members being Alissa Murrie, Charlie Calvert, Linda Roper and JW Weatherford. Nominations for vacant seats are to be brought to the full board at the September meeting. The town of Port Royal is to appoint their member at their September town council meeting.

The Finance Committee was also appointed with Treasures Christian Kata, JW Weatherford, Linda Roper, and Chris Johnson.

Tom Mikel presented an overview of the Board of Directors Bootcamp. The timing of the Bootcamp will be in October since no Board Meeting is scheduled for that time. Dates will be presented at the next scheduled meeting.

**Other Updates**

Lise Sunderla with Beaufort Area Hospitality Association updated the board on her organization's continued support of the hospitality and tourism industry in Northern Beaufort County. Ms. Sunderla reiterated her organization's mission to cultivate and unify the Beaufort Area Hospitality Industry to ensure a healthy and vibrant future.

**Meeting Adjourned**