

**Attendance:**

Members: Frank Lesesne - Chair, Hina Patel - Vice Chair, Christian Kata - Treasurer, Chris Johnson, Linda Roper, Lisa Kassubra, Chris Butler, Dick Stewart, Ron Tucker, Greta Maddox  
Tom Mikell - Attorney  
Ex-Officio: Robb Wells  
CVB Staff: Lynda Dyer, Lynda Jeffries, Colleen Smith

**Call to Order**

Lesesne called the meeting to order at 8:38 am.

**Review of the Consent Agenda/Minutes**

Approved the November 2019 Minutes, YTD Financials, President's Report  
*Motion: Kata*  
*2nd: Butler*  
*Passed Unanimously*

**Financial Report**

Mr. Kata updated the status of the ongoing audit that had been completed but not presented as of yet. The audit will be presented to finance committee and to the board at the March board meeting.

**Other Business**

Mr. Wells presented the 2020 Beaufort Business Plan that was underway. The board will be receiving updates as to the success of the plan as well as changes to the overall direction as the Destination Master Plan begins to be implemented.

Wells also presented the next steps for the discovery period of the both the Destination Master Plan and Meetings/Sports Feasibility Study. Both the plan and study will begin with group sessions, committee meetings, and one-on-one meetings with key stakeholders that were identified by the Ad Hoc Conference/Sports Facility Committee. The interviews will begin January 21st and run through January 23rd.

The The group supplied a list of activities and scope of work that would deliver on 3 of the strategic imperatives that the Board of Directors set as part of their goals through 2022. The Destination services plan would include a full Destination Master Plan that focuses on the visitor experience, product development opportunities, potential partnerships and marketing opportunities. Also in the plan is the DestinationNext Study plus a feasibility study on ent and meetings space as well as sporting activities that could be targeted. *(Proposal attached)*

Mr. Stewart asked if funding was in place to move forward. Wells indicated that through conversation with the CVB's investment partners that they would share in the expense but it would be better for them to have the funding provided at the start of the new budget year. Chairman Lesesne indicated that there was confidence in the funding coming in to offset the expense and feels the timing is absolutely right to go through this planning initiative.

*Motion to approve moving forward with Destination Master Plan proposal: Stewart*

*2nd: Butler*

*Passed Unanimously*

The Board of Directors removed Stephanie Hunt from the board after repeated attempts to setup contact and orientation.

The City of Beaufort provided an update that the Downtown Merchant Association were developing marketing initiatives for 2020 as well as staying open later for a trial period. Roper also updated the board on the ongoing Arsenal Upgrades that are underway and hope to be completed by spring of 2020

Mr. Stewart updated the county's movement as it pertains o Santa Elena and where to house the center in the coming months. The discussion of an extended lease was mentioned and the CVB will monitor the developments from county council. Mr. Stewart also mention Business license Fees was becoming a target at the statehouse and could have financial impacts locally. He also mention that Short Term Rentals (VRBO, AirBNB, etc.) and the state accommodations collection and the lack of clarity and reporting on the amount of funds being collected was a problem that needed further viewing.

Mr. Tucker updated the board on the upcoming Beaufort International Film Festival. The festival was gearing up to host the most film makers in recent years and demand was at an all-time high.

**Meeting Adjourned**