

Attendance:

Members: Alissa Murrie - Chair, Christian Kata - Treasurer Chris Johnson, Frank Lesesne, Connie Frenzel, Lisa Kassuba, Hina Patel, Chris Johnson
Tom Mikell - Attorney
Ex-Officio: Robb Wells
Chamber Staff: Lynda Dyer, Lynda Jeffries, Angie Puleo

Call to Order

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

Review of the Minutes

Approved the November Minutes

Motion: Kata

2nd: Kassuba

Passed Unanimously

The Board of Directors were updated on the GBPRCVB's membership status with the Chamber of Commerce. Wells indicated that the membership was acquired as in-kind partnership.

Financial Report

Mr. Kata updated the change in financials operations with Chamber of Commerce indicating that the new point of contact is Myrna Cruz who has been hired part time. Kata reported the finances for the CVB through December are up over budget. With the additional grants received from Beaufort County, there was a separate checking account started at Ameris Bank so we may be able to keep the funds separated from operational account. Mrs. Frenzel asked if the same opportunity would be used for other festivals and other towns. Mr. Wells indicated that the philosophy of CVB is to collaborate with our stakeholders when appropriate. Mr. Lesene suggested a marketing/promotional packet available for festivals and events for future years.

Hurricane media buys has increased expenditures ahead of schedule but should level out over the course of the remaining budget year. Graphic design and website line items are over budget for the year due to timing of execution for the contracts and new initiatives (sales). February financials will reflect revenues that have been delayed due to timing of disbursement from Beaufort County Finance Committee.

President's Report

The December metrics saw increases for both November and December in website page views with sessions splitting up and down for the months of November and December. Google organic traffic continues to indicate that our site's SEO has to continue to increase. The fulfillment

number are up for the past two months (November /December) seeing a fulfillment numbers increasing over 3000 guides over YoY.

Mr. Wells announced Colleen Smith as the Visitor Services Coordinator.

Mrs. Jeffries updated the board on the South Carolina State Association of Executives trade show she attended in January. Jeffries also introduced our Meeting Planner portfolio as well as Tour Operator's portfolio. She also updated the goals of these trade shows are leads, site visits and finally bookings.

The visitor index indicates the performance ad can be found online under our industry partners page. *(President's report was included in the board packet and available online.)*

Other Business

The finance committee submitted the RFP to the full board for final vote authorizing the submission of Request for Proposals for Banking Services in February.

Motion: Lesesne

2nd: Frenzel

Passed Unanimously with Mr. Kata recusing himself from the conversation

Committee Updates

The Beaufort Area Sports Council (www.BeaufortSports.com) updated the list of members introducing the following:

- Christian Kata - Ameris Bank - Chair
- Addy Rodgers - Dataw Island
- Tim Waz - Grounded Running
- Matt Watts - Beaufort County Parks & Recreation
- Jonathan Sullivan - Beaufort Inn/Quality Inn
- Bob Lefavi - University of South Carolina - Beaufort
- Denice Fanning - Beaufort-Jasper YMCA

Mr. Wells added updates on the Sports Councils activities including the awarding of the 2021 Colonial Athletic Association's Men's Golf Championships. The additional leads that are coming in through our new affiliation with the South Carolina Sports Alliance. The need for budget increases to address these new missions are essential going forward.

Meeting Adjourned