

Attendance:

Members: Frank Lesesne - Chair, Hina Patel- Vice Chair, Treasurer - Christian Kata, Dick Stewart, Ron Tucker, Alissa Murrie, Eileen Newton, Greta Maddox, Linda Roper, Todd McDaniel, Chris Johnson
Attorney: Tom Mikell
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 9:02 am.

Review of the Minutes

Approved the Consent Agenda
Motion: Roper
2nd: Murrie
Passed Unanimously

Budget Presentation

Chairman Lesesne applauded the Finance Committee, Staff and the city of Beaufort for creating a budget that allows the CVB be able to execute its mission. Mr. Kata presented the 2020-2021 Budget as follows:

Revenues

- City State 2% - The City of Beaufort has kept whole the funding for the DMO in their submitted budget.
- County State 2% - Beaufort County is projecting a 50% decrease in funding for the DMOs out of the state accommodations tax. We receive this funding on a quarterly basis.
- Grants - We anticipate a 15% decrease based on 19/20 grant allocations from City, County and SCPRT. This is based on reduced amount available for grant allotment. These funds have some
- Marketing Sales - A decrease of 50% has been budgeted YoY.
- Other Sales - Continue to switch out inventory. Local artist, Visit Beaufort #innercoastal merchandise.

Expenses

- Personnel - Salary & Wages will see a 6% increase as Part Time staffing allocations have been increased to reflect our workload. Other line items in this category have been reallocated to other line items to properly reflect the actual expenditure.

- Advertising -Advertising budget reflects the absence of two months of direct media placement. those funds are shown in our recovery advertising line item (CODE 70000).
- Group Sales - We held the line in group sales. The trade shows reflect the largest expense but is where the majority of our leads and business executions take place.
- Website will be RFP'd for the creation of a new site.
- Telephone/Internet/Utilities - Decrease in these lines are a result of the transition into separate accounts.
- Contract Services - Line items more accurately reflect the changes in operational output resulting in a 23% decrease.
- Recovery AD Spend - \$170,000 is to be spent into 100% direct media placement.

Mr Kata also stated that the Finance committee will monitor the budget monthly to identify any major changes or board action that needs to take place. Mr. Lesesne stated that the time works well for website redo from a pricing standpoint but also because of available funding that can be rolled over. He also mentioned that while the YoY budget numbers appear better on paper, what it doesn't reflect is the total shutdown of the tourism industry through the peak season of the Spring.

Approve the Approve the FY2020-2021 Budget.

Motion: Butler

2nd: Murrie

Passed Unanimously

Recovery Advertising Plan

Wells presented that the plan was initiated on May 22 and the staff would be monitoring the KPIs of the campaign. The early returns were very promising. It was also pointed out that not many smaller destinations had reentered the marketplace at the time of the meeting.

Stakeholder Updates

Ashlee Hauck - Executive Director of Beaufort Area Hospitality Association - updated the board the Safe Commitment program which is intended for all Beaufort, Port Royal, & Sea Islands area businesses to ensure the cleanliness and safety of employees and consumers. The Safe Commitment is based off of CDC Guidelines and focuses on cleaning and disinfecting public spaces, workplaces, and businesses properly and effectively.

Linda Roper updated the City of Beaufort's Together Beaufort campaign to allow better public seating and making it more available to Restaurants and patrons. Also added that there were going to be a new Playground to replace the current playground equipment down at Waterfront Park.

Meeting Adjourned