

Attendance:

Members: Frank Lesesne - Chair, Hina Patel - Vice Chair, Christian Kata - Treasurer, Chris Johnson, Linda Roper, Lisa Kassubra, Alissa Murrie, Todd McDaniel, Chris Butler, Eileen Newton, Dick Stewart

Tom Mikell - Attorney

Ex-Officio: Robb Wells

CVB Staff: Lynda Dyer, Lynda Jeffries, Angie Puleo, 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: Murrie

Passed Unanimously

Financial Report

For the sake of the newest board members Mr. Kata went through the full set of financials including the chart of account changes plus the updating of the reporting of the financials to include the the all bank statements under the fiscal responsibility of the GBPRCVB.

Kata also updated the board on the progress of the Audit which is estimated to be completed by the end of January.

Other Business

Wells presented the proposal for Destination Planning Services offered by Magellan Strategies. 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 was presented for vote the following nominees for Board of Director's AT-Large Seats:

Ron Tucker - Beaufort International Film Festival

Stephanie Hunt - 10 Market

Greta Maddox - Seaside Getaways

Motion: Kata

2nd: Murrie

Passed Unanimously

Wells updated the board on the current status on the following Organizational Strategic Imperatives:

Form an Ad Hoc committee for the determination of Meeting Space development in Northern Beaufort - Linda Roper will serve as chair and Linda Jeffries will serve as staff liaison.

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

Eileen Newton updated the board as the to progression of the Port Royal Foundation building as well as to their new operating hours. She also included that the group was planning to hire a Part-time Executive Director to facilitate the different projects they have on the docket.

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.

Meeting Adjourned