

**Attendance:**

Members: Frank Lesesne - Chair, Hina Patel- Vice Chair, Treasurer - Christian Kata, Ron Tucker, Alissa Murrie, Eileen Newton, Greta Maddox, Linda Roper, JW Weatherford, Chris Butler, Todd McDaniel, Dick Stewart, Chris Johnson

Attorney: Tom Mikell

Ex-Officio: Robb Wells

CVB Staff: Lynda Dyer, Lynda Jeffries

**Call to Order**

Lesesne called the meeting to order at 8:35 am.

**Approval of Consent Agenda**

Approved the Consent Agenda

*Motion: JW Weatherford*

*2nd: Ron Tucker*

*Passed Unanimously*

**Other Business**

Presidents Report

-Robb Wells recaps the last month: presented the Destination Next to the city, town, and county. Sent it over for public presentation to the City of Beaufort and the town of Port Royal who accepted the offer. Town of Port Royal also accepted and agreed to enter the agreement with the DMO.

-Butler asks if the Port Royal Agreement typical to what an agreement would look like. Mr. Mikell stated that he can't say if it is typical but it does provide the public disclosure features that address the hot topics around the county and other government entities but the purpose is that the government entities know that we are trying to be as transparent as possible when compared to similar organizations have been accused. Robb Wells stated as far as normalcy DMO's and their investors have different understandings from what the area and the DMO's give and get back.

- Motion to agree and adopt it by the town of Port Royal

*Motion: Chris Butler*

*2nd: Greta Maddox*

*Passed Unanimously*

- Beaufort County DMO Agreement

-County has chosen not to bring it to the Board before the Board Meeting. Wells mentions the County ordinance states what we are supposed to do and what we have adopted in our agreement with them. The update is still pending and waiting until October. The Proposed contract agreement with the county was crafted in response to their July finance meeting. The county staff has made the recommendation to council to accept the agreement as presented.

- Website RFP

-A pricing plan for a proposal for website design and execution from Simple View. Marketing Committee voted and asked Robb Wells to find better rates which they did oblige which they gave the current proposal. Linda Roper asked the RFP was in the budget which Robb Wells states that Simple View had the flexibility and instead of taking the upfront cost they could split it into two years, it comes in \$600 under budget. Wells gives the specifications of the final proposal from SimpleView. Ms. Patel asks who are the other DMO's using SimpleView, some include Visit Greenville, Visit Augusta, Georgia, Visit Oakland, Visit Asheville, and iWilmington's beaches. Mr. Stewart states the controversy from the Hilton Head CoC over the website. Mr. McDaniel summarizes the selection and how they were narrowed down. Butler asks if payments will be received through the website. Wells says that it is available but we are currently not looking to take the optional features. Mr. Kata asks why the current website is sufficient and why we need a new one. Wells stated the website was built 7 years ago and stopped receiving technology updates in 2019. Website was also sending things to the public that was closed on the backend. Since they stopped the updates we have started to look elsewhere. Ron Tucker agrees and believes that SimpleView will do a great job with the Beaufort Website.

*Motion: Marketing Committee*

*2nd: Eileen Newton*

*Passed Unanimously*

Chairman Report

- FAM Tour Recap

-Several of the properties hosted writers and influencers and had a nice reception. Made their way out to St. Phillips and we should see press and PR from this event in the next 3 to 6 months. JW Weatherford adds that it was one of the first FAM Tours that he has interacted with social media influencers along with typical media, and the amount of immediate impact that they have, and believes that it is important to think about typical print but getting social media influencers involved. Wells mentioned AAA publisher and editors were also apart of the trip and gives thanks to all participants.

-Wendy Pulitzer writing a piece on the Beaufort CVB. It is a great chance to show who the Beaufort CVB is and what we do along with a great way to show that the CVB is no longer part of the Chamber.

- Mr. Stewart asks how the Port Royal DMO agreement and how that will impact the budget going forward. Wells responds according to the Port Royal budget we indicated that if you use the state 2% allocation it would be between \$14,000-\$15,000 for this entail year based on what

they've budgeted. While the 2% allocation to the DMO might go unchanged, based on our research a local accommodations collections at the county can be close to \$500,000 just Northern Beaufort County number alone.

- Ashlee Houck gives BAHA updates. BAHA submitted a grant to do the official visitors map of Beaufort to coincide with the partnership with the CVB along with their partners. They are hoping to eliminate some of the maps in the area that has hurt the businesses of the area. Working on healthcare initiatives and workforce but looking to plan some in-person training and roundtables in January. BAHA will begin lobbying for military graduation and creating a relationship for the culture and heritage here in town. Constantly pushing for more sponsorships.
- Ron Tucker Film Festival Update indicated that they would be previewing the movie at Tabby Gardens in October.

**Motion to Closed Session:** Code Section 30-4-70- Discussion of Contractual/Employment

*Motion: Chris Butler*

*2nd: Ron Tucker*

*Passed Unanimously*

Exiting Closed Session Statement: The board agreed to extend the Wells contract 1 year beyond the current agreement scheduled to end 2021-2022 FY to now end 2022-2023. COL of 1.9% to be added to July 1.