

**Attendance:**

Members: Frank Lesesne - Chair, Hina Patel - Vice Chair, Christian Kata - Treasurer, Chris Johnson, Linda Roper, Lisa Kassubra, Alissa Murrie  
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 8:42 am.

**Review of the Consent Agenda/Minutes**

Approved the July 2019 Minutes, YTD Financials, President’s Report

*Motion: Roper*

*2nd: Murrie*

*Passed Unanimously*

**Financial Report**

Mr. Kata reported the finances for the CVB, updating the reporting of the financials to include the the all bank statements under the fiscal responsibility of the GBPRCVB.

Kata presented the proposal and Finance Committee recommendation for the selection of our Auditor. Roger Elliot was presented with a fee \$5,950.00.

Approved the Recommendation for Audit

*Motion: Roper*

*2nd: Murrie*

*Passed Unanimously*

**Other Business**

The Board was presented for vote the following nominees for Board of Director’s AT-Large Seats:

*Chris Butler*

*Todd McDaniel*

*Motion: Kata*

*2nd: Murrie*

*Passed Unanimously*

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

1. 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.

2. To Develop a Destination Master Plan in partnership with Municipal, County, State governments  
- Wells updated the board on the most recent meetings with county administrator and city manager. Magellan Strategies would also submit a proposal for the project.
3. To Diversify the visitor audience to the Beaufort, Port Royal & Sea Island area. The sales division has initiated its sales plan which encompasses both trade shows and direct sales.
4. Perform “Halo Effect” research that allows for stakeholders and investors to see overall tourism benefits to the economy - Wells updated the board as to the proposal from Longwoods not being an option due to amount of total spend from CVB. Lesesne asked that another option be presented at the next board meeting in November.
5. Expand the GBPRCVB’s Program of work to better engage the community stakeholders and industry partners - Stakeholder meetings were being added by staff to better inform and build consensus on the cub’s strategic direction.
6. Further Evolve the GBPRCVB into a best-in-class destination marketing organization through improved policies and processes - No update was given at this time.

The City of Beaufort provided an update that city council had approved the festival request by the chamber to perform the Shrimp Festival. Roper also updated the board on the ongoing Arsenal Upgrades that we scheduled for late fall.

Lise Sunderla with the Beaufort Area Hospitality Association presented the scope of work with regards to the ongoing partnership with the CVB. BAHA’s Hospitality STAR program was offering training events with Palmetto Goodwill and thanked the CVB for its staff participation.

**Meeting Adjourned**