

Attendance:

Members: Alissa Murrie - Chair, Christian Kata - Treasurer Chris Johnson, JW Weatherford, Linda Roper, Frank Lesesne, Connie Frenzel, Lisa Kasba, Hina Patel.
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 September Minutes with changes made to addition.

Motion: Weatherford

2nd: Roper

Passed Unanimously

Financial Report

Mr. Kata reported the finances for the CVB, updating the reporting of the financials to include the \$60,000 Certificate of Deposit as well as the money market account. Revenues from the county had not been received to date, citing the lack of the organizations W-9. Electronic media was below the budget due to spending movement away from HULU. Wells indicated that the expenditures in that line item will even out over time, but the shift away from HULU as an outlet. There will be a variance report added to future financials.

The finance committee is working on creating on a Request for Proposals for both Banking Services and Accounting services. Wells indicated that the Accounting services is the same as the MOU that is currently with the Chamber of Commerce.

President's Report

Mr. Wells announced the promotion of Linda Jeffries to the role of Director of Sales. The October metrics saw increases for both September and October in website page views with sessions splitting up and down for the months of September and October. The fulfillment number are up for the past two months (September/October) seeing a fulfillment numbers increasing over 3000 guides over YoY.

Jeffries shared the recent group leads that the CVB has recently received including request for overnight meeting space. Jeffries update the board on the site visits that the CVB hosted during November.

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 following policies were presented to the board.

Approved the Conflict of Interest policy.

Motion: Lesesne

2nd: Weatherford

Passed Unanimously

Approved the Confidentiality Agreement policy

Motion: Lesesne

2nd: Kata

Passed Unanimously

Approved the Record Retention Policy

Motion: Lesesne

2nd: Kata

Passed Unanimously

Approved Board of Director Nomination Policy

Motion: Lesesne

2nd: Weatherford

Passed Unanimously

The Board of Directors made the following changes to the Greater Beaufort-Port Royal Convention and Visitors Bureau's Bylaws:

Addition

Section 1.03 - Board shall have the authority to name a registered agent and registered address.

Section 3.01 Add Board of Directors after the CVB to identify whom at the CVB will be at the annual meeting.

Section 4.02 Add and assigning their duties after ad hoc committees. (Letter B).

Section 4.02 Replace Confirm with Appoint person or persons (Letter C).

Section 4.05 Remove letter b) - Renominate from the industry via letter a)

Remove Article VIII altogether

Remove Article X altogether

Motion to the Adopt changes for the Bylaws: Lesesne

2nd: Kata

Passed Unanimously

The Board of Directors discussed ways to work with the Chamber of Commerce to form a partnership without financial commitments being made. Wells was asked to revisit the conversation with the Chamber representatives and report back to the board.

Committee Updates

The Beaufort Area Sports Council was established with Christian Kata serving as chair of that committee. Kata updated the board on the first meeting in which Beaufort County Parks and Recreation participated in with the goal to establish a working dialogue on goals and mission of the council. Kata further revealed the securing of the Colonial Athletic Association's mens golf championship to be held in 2021.

Meeting Adjourned