

Attendance:

Members: Frank Lesesne - Chair, Christian Kata - Treasurer, Chris Johnson, JW Weatherford, Linda Roper, Lisa Kasba, Hina Patel, 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 8:37 am.

Review of the Minutes

Approved the May 2019 Minutes

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 the newly formed destination marketing fee. Kata also updated the addition of new chart of accounts as well as the implemented ideas and procedures from CFObyDesign.

Kata also updated the full board as to the new procedural move of adding the finance packet to the consent agenda as a way to move the meeting along. Any questions and additional finance notes will be made in the normal flow of the board agenda.

Chairman Lesesne indicated that the consent agenda will also include all staff reports, marketing reports as well as public relations and research reports. *(President's report was included in the board packet and available online.)*

Other Business

The Board was presented for vote the following set of strategic imperatives for vote”

Motion: Weatherford

2nd: Murrie

Passed Unanimously

1. Form an Ad Hoc committee for the determination of Meeting Space development in Northern Beaufort
2. To Develop a Destination Master Plan in partnership with Municipal, County, State governments
3. To Diversify the visitor audience to the Beaufort, Port Royal & Sea Island area
4. Perform “Halo Effect” research that allows for stakeholders and investors to see overall tourism benefits to the economy

5. Expand the GBPRCVB's Program of work to better engage the community stakeholders and industry partners
6. Further Evolve the GBPRCVB into a best-in-class destination marketing organization through improved policies and processes

Hina Patel was voted to serve as Vice Chair

Motion: Roper

2nd: Weatherford

Passed Unanimously

The Board of Directors opened up the nominations for Board of Director seats to be submitted for vote at the September board meeting. The **nominations committee** was selected with Lesesne, Patel, Roper and Weatherford forming the committee. The marketing Committee will be chaired by Alissa Murrie while the Ad Hoc Meeting Facility committee will be chaired by Linda Roper. Finance committee will be made up of Kata, Johnson, Roper, Weatherford. The Human Resource Committee will be made up with Alissa Murrie, Patel, Mikkel

Meeting Adjourned