



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau
St. Marys Welcome Center, Ward Hernandez Building, 400 Osborne Street
Minutes: August 23, 2022, 3:30 p.m.

- I. Call to Order – Darlene Landreth
- II. Quorum: Yes ____ No ____
- III. Approval of the July 2022 Minutes
Motion to Approve the Minutes: _____
Seconded by: _____
Any Discussion: _____
Yes _____ No _____
- IV. Granting Audience to the Public (any speakers should provide name and address)
- V. Approval of the Agenda
Motion to Approve the Agenda: _____
Seconded by: _____
Any Discussion: _____
Yes _____ No _____
- VI. Other Business
1. Cumberland Island Update – CUIS Staff
- VII. Old Business
1. Budget Updates – Angela Wigger
2. Georgia Governor’s Tourism Conference Update – Darlene Landreth & Angela Wigger
- VIII. New Business
1. Jacoby Development Cumberland Inlet Groundbreaking 10am – 11:15am, August 26th at the Meeting Street boat ramp. JDA could use assistance with getting people seated the day of the event.
2. Development Authority of St. Marys (DASM) Swamp to Sea Presentation – Tyler Carpenter
3. DASM Working Group Request – Angela Wigger
4. Camden County Board of Commissioners – Hotel/Motel Tax Work Session – Angela Wigger
5. Additional Marketing Opportunities – Angela Wigger – Additional options can be presented in future, but Angela would like to request motion to approve addition of \$46,024 to the current media plan for FY2023 based on the following five items and adjust the budget appropriately:
a. Good Housekeeping \$8,703 (\$3,703 for 4 full page ads in October/ November for Orlando and Daytona/Palm Beach market and \$5,000 for remnant opportunities)
b. AAA Living Magazine addtl contract for \$9,671(for two 1/3-page ads in the Jan/Feb and the Jun-Aug editions, \$3,688 each, and \$4,590 for two newsletter digital banners at \$2,295 each for newsletter banner to 215,000).
c. Sojern Digital Marketing \$15,000 for a three-month campaign with cross device display ad with a goal of 2.75 million impressions.
d. Advance Travel Media – blogs and digital add \$2,400
e. Georgia Magazine - \$7,000 for two 1/3 Page Ads
6. Savannah World Trade Center Board Meeting – Angela Wigger- we hosted the SWTC board for their meeting 8/19 and joined them on a harbor and economic development tour.
- IX. Hotel/Motel Tax, St. Marys Financials
- X. Director’s Report/ Other Info/Events Updates – Angela Wigger – Independence Day Festival Update, Music in the Park
- XI. Adjournment: Motion to Adjourn by: _____ Seconded by: _____ Yea _____ Nay _____

Agenda by Angela Wigger