



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau

Minutes: March 23, 2021 3:00 p.m.

Location: (Conference Call)

1-650-479-3208 Call-in number (US/Canada)

Access code: 182 413 5250

- I. Call to Order
- II. Quorum: Yes – In attendance: Board Members – Darlene Landreth, Valerie Fautz, Melissa Braun, Mary Neff, Mardja Gray, Judy Thurner, Sugar Yadav. Staff – Angela Wigger. Absent – Jerry Lee, Jim Goodman
- III. Approval of the February 23, 2021 Minutes
Motion to Approve the Minutes by Valerie Fautz and seconded by Judy Thurner. No discussion.
MOTION CARRIED.
- IV. Granting Audience to the Public – None
- V. Approval of the Agenda- Motion to Approve the Agenda with moving Old business #2 and #3 ahead of #1 by Judy Thurner and seconded by Sugar Yadav.
MOTION CARRIED.
- VI. Old Business
1. Cumberland Island Update – Brian Moe called in for the NPS. He shared the new dock opening at the visitor center has been a very smooth and welcome transition. The Dungeness Dock repairs are complete. They are working on the Sea Camp Dock now and are providing a shuttle to get gear to the campsite. There is no plan that they know of, at this point, to add the 2:45 ferry to the website. The NPS was very clear that Lang's is not obligated to add a Sunday 2:45 ferry, only Monday – Saturday. Also, Easter is not a federal holiday, so again, Lang's is not required to add a ferry. Angela will stop in to see David and see if she can learn how far out they decide to add a ferry and post it on the site. National Parks Magazine recently interviewed Pauline about the War of 1812 and CNN's Digital Traveler just visited the island, so they look to see something come out soon.
 2. Initial Budget Review FY2022 – The budget was sent to the board in advance. Angela reviewed the budget's total and key points with the board. She will be meeting with accounting and the city manager next week and with council in the coming months. She will review and incorporate any suggested changes that are appropriate but would like to gain approval for the initial budget and marketing plan.
 3. Initial Marketing/Media Plan Review FY2022 – The marketing plan was sent to the board in advance. Angela reviewed the total and comparison of previous year's totals.
A motion was made Judy Thurner to approve the budget and marketing plan for Fiscal Year 2022 as presented and seconded by Valeria Fautz.
MOTION CARRIED.
 4. Georgia RVIC (Regional Visitor Information Center) Conference, 4/21-23 – Angela Wigger shared the meeting has been cancelled again and no new date is set yet.
 5. Mardi Gras Update – Angela Wigger, Mardja Gray- Update that Angela, Mardja, and Jolene have met and have also been communicating via phone and email. KBAY was happy that we were supporting them, but they want to start with gaining our support of Hay Days events first. Angela will assist with Scarecrow Stroll paperwork and liaison with the city for KBAY. We may need to discuss taking the Build a Scarecrow Event over, but it needs to be evaluated as a fundraiser event first. We will do that and will invite Jolene to our next board meeting.
- VII. New Business
1. Hay Days – Scarecrow Stroll, Build A Scarecrow - Angela Wigger, Mardja Gray – See notes included in #5 above that cover this also.
- VIII. Other Business
1. General State Tourism and Business/Event updates – Angela Wigger – Touched on Music in the Park and Independence Day events. They are both still in approval phase.
 2. Media/Marketing updates – Angela Wigger – Orlando Magazine and Forbes came out in early March. Fodor's Travel Guide is in town now.

- IX. Hotel/Motel Tax, St. Marys Financials – Angela Wigger
- X. Director’s Report – Angela Wigger - Mary asked for update on Captain Seagle’s. Sugar told us that Chef Cyd Johns has already left. They are scrambling for front of house and back of house staff and currently keeping dining room closed. They are serving in the bar and on the patio only on a temporary basis. No other news to add.
- XI. Adjournment
Motion to Adjourn by Darlene Landreth, seconded by Valerie Fautz.
MEETING ADJOURNED.

The mission of the St. Marys Convention & Visitors Bureau is to promote St. Marys as a desirable tourist destination, increase economic impact and foster a quality visitor experience to benefit the city.