



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: **March 28, 2023**, 3:30 p.m.

- I. Called to Order by Tyler Carpenter at 3:30pm.
- II. Quorum: Yes. Present were Tyler Carpenter, Judy Thurner, Valerie Fautz, Sugar Yadav, Mardja Gray, and Allen Rassi. Absent were Darlene Landreth and Melissa Braun.
- III. Approval of the February 2023 Minutes
Motion to Approve the Minutes by Valerie Fautz. Seconded by Sugar Yadav.
APPROVED.
- IV. Granting Audience to the Public (any speakers should provide name and address) - None
- V. Approval of the Agenda
Motion to Approve the Agenda by Judy Thurner. Seconded by Mardja Gray.
APPROVED.
- VI. Other Business
 1. Cumberland Island Update – CUIS Staff – Elizabeth Hudick shared the new half day van tour option has been cancelled by Lang’s Charters. They did not feel it was popular. For First Friday this month they will have a Night at the Museum event and remain open until 7pm. Dr. Wayne Clough is the speaker for the speaker series event on April 22 at the college for NPS Week. June will bring Sunn M’cheaux for Juneteenth Week. A recent news release was sent to everyone outlining the fee increases of \$15 for a 7-day pass and \$45 for the annual pass. Dock repairs are still in progress. They are still working towards getting the contractor and weighing different repair options.
 2. Georgia State Visitor Information Center (VIC) – Angela Wigger to welcome new manager, Josh Spruell. Josh was not able to attend but we welcomed Lori Hennesy, GDEcD Regional Manager. Lori is one of our regional reps and was excited to come in and meet the board. She let us know the state is still working with their marketing company to come up with a fair and consistent pricing structure for marketing services available to destinations at each of the Georgia Visitor Information Centers. Co-branding the plastic bags they give out is going to be a new option.

VII. Old Business

1. SMCVB Work Session Update – Angela Wigger- The date with the most respondents was April 25 after our regular meeting. Angela suggested the board set a time. Judy Thurner made a motion for the work session to be held April 25 at 4:45pm – 5:45pm. Valerie Fautz seconded.

APPROVED.

2. Highway 40 improvements – Angela Wigger – wayfinding signage is a topic on the work session agenda and we will take comments, questions, suggestions to tackle in the future. We have earmarked some funds in the new budget for wayfinding signage.

3. Board Vacancy Update – Angela Wigger – Aisha Craft, who had put in her application to replace Jake Alexander, has quit Spencer House. We are back to no prospect to fill that role for now.

VIII. New Business

1. FY2024 Budget Updates – Angela Wigger will be meeting with the city manager and city council for budget reviews and a work session. The budget will be up for review for public comments. We don't have those dates yet but, the city will post those in advance.

2. FY2023 Budget Updates – Duplicate Line. Covered below under item IX.

IX. FY2023 Hotel/Motel Tax & FY2023 St. Marys Financials Review – Angela Wigger reviewed the packet. We have made 68% of our budgeted revenue and spent 66% of our budgeted expenditures. Bed Tax is at 53% with four months of reporting left.

X. Director's Report/ Other/Marketing/Events – Angela Wigger shared information from the prior city council meeting regarding information from the Jacoby Development presentation and the Firefly Cantina presentation. Review of our media room for published results on St. Marys and Cumberland Island showed 32 article results since January. We have had 152 published results since July which translated to 42,831,180,517 digital impressions and 2,919,856 print impressions with a \$396,188,320 estimated digital value and \$32,796 estimated print value if we had to purchase that coverage. A campaign press release was distributed in March to 233 outlets under the topic, "Discovering the Character of St. Marys and Cumberland Island" and a newsletter feature story on "Celebrating 50 Years, Cumberland Island National Seashore Highlights Area's Culture & Environmental Diversity" was sent to over 2,700 media outlets.

XI. Adjournment: Motion to Adjourn by Valerie Fautz and Seconded by Mardja Gray.
ADJOURNED.

Minutes by Angela Wigger