



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: **January 23, 2024**, 3:30 p.m.

- I. Meeting called to Order by Darlene Landreth
- II. Quorum: Yes. Present: Board - Darlene Landreth, Tyler Carpenter, Judy Thurner, Allen Rassi, Valerie Fautz, Mardja Gray. Staff – Angela Wigger. Absent: Sugar Yadav, Meliss Braun, Jane Alexander.
- III. Approval of the November 2023 Minutes
Tyler Carpenter pointed out a required date correction. Motion to Approve the Minutes with the date correction to Old Business, Item 10 by Valerie Fautz. Seconded by Allen Rassi.
APPROVED.
- IV. Granting Audience to the Public (any speakers should provide name and address)
- V. Approval of the Agenda
Motion to Approve the Agenda by Tyler Carpenter. Seconded by Judy Thurner.
APPROVED
- VI. Other Business
1. Cumberland Island & Crooked River State Park Updates – Sarah Koenen from CUIS was able to join us and reminded us that there is a locals Camden County discount for the ferry through February. The last managed hunt for the season is coming up. They have lots of 4th grade classes lined up for field trips. Gia Wagner has been appointed as the Acting Superintendent for CUIS and Fort Frederica, on a 120-day appointment from Andersonville National Historic Site. Plans are moving forward for the parking lot renovation project. No exact date but hoping within 4- months. Angela Wigger updated that the plans for the March 16th Woodstork Birding Festival are moving forward, and she is assisting as needed for promotions.
 2. LRC Media/Public Relations/Placement Report – Angela Wigger provided a printed Annual Program Report and an annual Published Results Report to each member. We’ve had over 80 published results through both earned and unearned media with over 26 billion digital impressions and 730,209 print impressions. That’s \$244, 730,320.00 value to us.
- VII. Old Business
1. Community Market Report – Valerie Fautz reports that there was a great turnout for 12/23. They had an ugly sweater contest and a gift basket give away. They have 38 on the vendor list with 20 regular monthly participants, maybe 10 when it’s cold.
 2. BRAG (Bicycle Ride Across Georgia) Winter Ride Update – Angela Wigger reminder that the CVB hosted reception is scheduled Wednesday, February 21st. Angela will send an email invitation the week prior.
 3. Discussion of Slate of Officers: Chair, Vice-Chair, and Secretary (Need slate nominations to be voted on at the February meeting) – Darlene Landreth asked for a discussion on volunteers and nominations for 2024-2025 officers. Valerie nominated Darlene Landreth for chair. Judy Thurner nominated Tyler Carpenter for vice chair and Mardja Gray nominated Judy Thurner to remain secretary. An official slate will be presented at the February meeting for approval and then voted on.
 4. Wayfinding signage review/updates – Angela Wigger

VIII. New Business

1. FY2024 budget preparations and Media Plan preparations– Angela Wigger shared that budget worksheets and meetings will begin in the next few weeks. She presented a media plan for FY2025 and gave a brief description and Judy Thurner made a motion to accept the media plan with the possibility of minor changes. Motion seconded by Mardja Gray.
 2. Term Expiration/ Board member opening – Angela Wigger stated Melissa Braun’s term expires January 31 and the city website shows Mardja and Judy expiring, as well. Angela will confirm those expirations and contact Mardja and Judy.
 3. 2/27 Meeting location change to Mainstreet Office 3:30pm due to Early Voting – Darlene Landreth announced meeting change for February.
 4. Early Voting Dates – Darlene Landreth: 2/26- 3/1 and 3/4 – 3/8 from 8am-5pm at the welcome center. Darlene announced the early voting dates.
 5. New window clings and billboard at the Georgia VIC – Angela Wigger shared that new window clings have been ordered for Exit 1. They are only allowing the front facing windows done the side windows will expire this year and she is working on getting the billboard redone soon.
- IX. Hotel/Motel Tax, St. Marys Financials – Angela covered the highlights of YTD Revenues of \$132,006 and YTD Expenditures of \$111,661 and a bank balance of \$251,823 with 7 months reporting.
- X. Business & Event Updates/ Other/Marketing/Events – Angela Wigger has set up the Try Out the Trail National Trails Day Event and is working on the birding festival, Music in the Park, and the Independence Day Festival
- XI. Adjournment: Motion to Adjourn by Allen Rassi. Seconded by Valerie Fautz. ADJOURNED.

Minutes by Angela Wigger