



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau Meeting Minutes
Meeting Minutes - January 26, 2021, 3:00 p.m.
Location: (Conference Call)

- I. **Call to Order** – Darlene Landreth called the meeting to order at 3:01 p.m.
- II. **Quorum:** Yes. In attendance: Valerie Fautz, Darlene Landreth, Mardja Gray, Melissa Braun, Judy Turner, Jim Goodman, Sugar Yadav, Mary Neff and Angela Wigger, Director. Absent: Jerry Lee.
- III. **Motion to Approve the December 22, 2020 Minutes** by Judy Turner, Seconded by Valerie Fautz. No discussion.
APPROVED.
- IV. **Granting Audience to the Public:** Brian Moe with Cumberland Island National Seashore introduced himself. Brian will be working with Jill and will assist in acting as the liaison with Lang's and the City.
- V. **Motion to Approve the Agenda** by Valerie Fautz, Seconded by Mardja Gray. No discussion.
APPROVED.
- VI. **Old Business**
1. **Cumberland Island Updates** – Jill Hamilton-Anderson: With Fort Frederica Federal Monument being administratively linked to Cumberland Island National Seashore Jill will begin spending probably two days a week there. Robin, Pauline, and Brian Moe are here to assist us as part of Jill's team. They have several projects in varied states of progress. Gary Ingram and the project engineer are presenting the parking lot design to the HPC for their information. The Wayside Project at the Visitors Center courtyard area will be complete in 1- 1 ½ years and includes the eight stand-up exhibits (one dedicated to St. Marys history) and two signs on the upstairs railing. The Alberty House project is in progress and there will be prescribed burns coming up over the coming weeks on the island. Jill shared that they are still in Phase II of the COVID-19 mitigation plan and there is a moratorium on any requests for additional services by the National Park Service system wide. We thanked Jill for getting the Cumberland Museum open during Phase II. The museum has been a big asset during this time, especially with the submarine museum remaining closed.
 2. **Reminder, by Angela Wigger, that new officers shall be nominated and elected in February** to begin service at the first regular meeting in February. Term expirations 01/31/2021, Melissa Braun, Sugar Yadav, Mardja Gray. Appointment on February 1st. Deadline to apply is Wednesday, January 27th.
- VII. **New Business**
1. **2021 Georgia Association of Convention & Visitors Bureaus (GACVB) Winter Meeting**, Fee for 1-day attendance of
Opening & General Session – Angela Wigger: This meeting has been moved to May 2021, so we will discuss at a later date.
 2. **Mardi Gras 2022** – Angela Wigger/Mardja Gray: Mardja called Angela concerned about the cancellation and the return of the festival to St. Marys. They discussed and proposed that Angela check in with the business and keep in touch with Jolene and they would request a meeting with Jolene after this year's Mardi Gras in Kingsland to ensure Jolene knows we want the festival back in St. Marys and see what the issues to returning might be. Angela has already had a brief discussion with Jolene and she agreed to meet. We just want to ensure that she knows the CVB is behind the festival and how important it is to St. Marys.

VIII. **Other Business**

1. **General State Tourism and Business/ Event Updates** – Angela Wigger

- Explore Georgia, Tourism, Hospitality & Arts Day at the Capital is cancelled.
- From GDEcD - With 2020 finally behind us, we are leveraging our learnings from the past year to plan our path forward. Despite new vaccines, a full recovery of the tourism industry will not be immediate with a calendar change, but that does not deter or delay our work. Promoting outdoors has been the trend users are receptive to.
- Friday, Jan 15 for our GACVB peer check-in. We had a special session with Lee Hughes introducing guest Senator Bruce Thompson, Chair of the Economic Development and Tourism Committee as well as our State Tourism Director / GDEcD Deputy Commissioner, Explore Georgia Mark Jaronski. GACVB President Katie Williams, Director of Athens CVB shared some updates per member inquiries. Commissioner Wilson went on to point out that the Governor added \$1 million to the tourism division of the Georgia Department of Economic Development and Tourism for the amended FY21 budget (Section 23.9). It is awaiting final approval, so Angela will watch this to see if there is any opportunity for us based on what fiscal year it falls to.

2. **Media/Marketing Updates** – Angela Wigger: Website – 23,861 Views (21,891 Views last month), Facebook –

21,594

Post Reach, Google Map Listing – 17,800 Searches.

Advance Travel & Tourism- Winter COVID Marketing Campaign Final Results: 1,064,245 million total digital ads delivered and 5,330 response clicks to our website for more information.

IX. **Hotel/Motel Tax, St. Marys Financials** – Angela Wigger

X. **Director's Report** – Angela Wigger:

- I am participating in a Kiwanis festival meeting to assist in a mitigation plan. We have collected 48% of our budgeted revenue and have spent 48% of our budgeted expenditures. We are about \$1,000 over where we were last year to date on our bed tax collections. The complete reports are included in your packets.
- Angela hosted Orlando Magazine and Forbes Magazine last week with one writer staying at Spencer House mid-week and one staying at Riverview Hotel Friday.
- Angela Joined the US Travel Associations “National Plan Your Vacation Day” campaign with posts on Twitter, FB, and Instagram.

XI. **Motion to Adjourn** by mary Neff, Seconded by Mardja Gray. **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.