



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau

Minutes: May 25, 2021 3:00 p.m.

Location: St. Marys Welcome Center – 400 Osborne Street

- I. Call to Order at 3:03pm by Darlene Landreth.
- II. Quorum: Yes – Darlene Landreth, Valerie Fautz, Mary Neff, Mardja Gray, Judy Thurner, Jim Goodman.
Absent - Sugar Yadav, Jerry Lee, Melissa Braun
- III. Approval of the April 2021 Minutes
Motion to Approve the Minutes by Judy Thurner, Seconded by Mardja Gray. **MOTION APPROVED.**
- IV. Granting Audience to the Public
- V. Approval of the Agenda
Motion to Approve the Agenda with addition of Old Business Amelia River Cruise Update, New Business, Cumberland Inn re-branding, 50th CCHS Reunion at the Riverview Hotel, and the Summer Festival by Jim Goodman and seconded by Judy Thurner. **MOTION APPROVED.**
- VI. Old Business
 1. Cumberland Island Update – Jill Hamilton Anderson – reported that the Turtle Gals are tracking and reporting on the turtle nests. The first nest spotting was last week. They are hopeful to have the most nests recorded in SE GA by seasons end. The current Wilderness intern is leaving after working on and researching information to create a wilderness plan for the island. There is an intern coming on board for the prescribed burns. There is a gopher turtle study going on currently with CGC students studying their behavior habits. The American Conservation Experience has young trail trimmers that will be cleaning up and trimming trails. Its bee quite a while since they were last here. There is an urban archeologist crew coming soon to Plum Orchard. There is a new roof going onto Plum Orchard. Work started in February, and they are hoping to be completed in August. The hose will remain closed to the public until after the roof is completed. Funding update to the Interior is to begin in 2022. Haley, the Plum Orchard curator, will be re-training the staff on the interpretive presentation. Robin Barker received a grant for the virtual junior naturalist summer camp (it is a three-week program). The NPS is planning on incorporating their 50th birthday celebration the same time as Rock Shrimp Festival. The Park hopes to have something each month of the year commemorating the 50th anniversary. As previously reported Angela met with Jill, the Chamber and Kingsland CVB to review possible plans. Jill stated that the St. Marys Summer Festival is a surprise to her, and she wants to make sure her parking is protected. Marys asked about the current mask restrictions on the boat and Jill reported they are still required. There are no new updates to the start up of the Lands and Legacies tour. Mardja asked if vaccine cards could be shown to allow van tours. Jill said that is a state issue. Currently the Privacy Act prohibits requesting proof. Regarding the parking lot, the lot design has been finalized and they are waiting on the city regarding fence placement.
 2. Hay Days – Scarecrow Stroll – Darlene Landreth (Approved for 10/24, 1-4pm) – Darlene reported the permit has been approved.
 3. Amelia Cruise Update – (Requested info by Mary Neff) – Darlene will request an update from Angela be sent to the board.
- VII. New Business
 1. Cumberland Inn re-branding – (Requested info by Mary Neff)- The Cumberland Inn & Suites has been re-branded to a SureStay Plus Hotel by Best Western. The new signage is up.
 2. CCHS 50th Year Reunion – (Requested info by Mary Neff)
 3. Summer Festival – (Requested info by Judy Thurner)- The Historic St. Marys Fishing Classic was renamed to the St. Marys Summer Festival and several other groups events have been added during the day. There will be a PSA River Swim, Rotary Duck Race (this is normally done at the Crawfish Festival, which cancelled this year), the fishing tournament and all its usual prizes, 3-4 food trucks, approximately 30 vendors minimum set up in the open lot next to Lang's. The day ends with the Music in the Park concert from 6-8pm featuring Roger "Hurricane" Wilson and the Cumberland Sound Effect (which includes Jerry Lee).

VIII. Other Business

1. General Tourism and Business/Event updates – Darlene Landreth (Grant for \$39,500 Submitted, Music in the Park a success) – Judy offered update regarding Independence Day Festival which will be July 3rd with the usual parade, vendors, fireworks. Currently there are about 50 vendors, including 12 food vendors. No pets allowed. There will be a 5K and 10K run.
2. Media/Marketing updates – Darlene Landreth - Website Visits = 34,215; Facebook is up to 15,021 Page Likes! We have been active on social media with a reach of 13,800 last month.

IX. Hotel/Motel Tax, St. Marys Financials – (Monthly Budget and Hotel Tax Revenue Chart Attached)

X. Director's Report – (General Directors Report Attached) -. Darlene also shared there are new Owls of St. Marys rack cards available at the welcome center. There will be a St. Marys Block Party planned by the City on July 24th. Raustapalooza returns November 13th chaired by Debbie Cottle. Angela has applied for a \$39,500 grant and for a matching \$2,500 grant from TripAdvisor. She attended the GACVB convention in Savannah where the state released its new Ready. Set. GA. Campaign. The May Music in the Park had about 500 people. June 12th is the next scheduled concert.

XI. Adjournment

Motion to Adjourn by Judy Thurner and seconded by Mary Neff.

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.