



**CITY OF ST. MARYS**

418 OSBORNE STREET  
ST. MARYS, GEORGIA 31558

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**St. Marvs Convention and Visitors Bureau**

**Minutes: July 27, 2021 3:00 p.m.**

- I. Call to Order was done at 3pm.
- II. Quorum: Yes. In attendance: Sugar Yadav, Darlene Landreth, Valerie Fautz, Mary Neff, Councilman Jim Goodman, Jerry Lee. Absent: Melissa Braun, Judy Thurner, Mardja Gray. Staff: Angela Wigger, Tourism Director
- III. Approval of the June 22, 2021 Minutes  
Motion to Approve the Minutes by Valeria Fautz. Seconded by Jim Goodman.  
**MOTION APPROVED.**
- IV. Granting Audience to the Public: In attendance: Tyler Carpenter
- V. Approval of the Agenda  
Motion to Approve the Agenda by Mary Neff. Seconded by Sugar Yadav.  
**MOTION APPROVED.**
- VI. Old Business
1. Cumberland Island Update – Jill Hamilton Anderson: Libby the 50<sup>th</sup> Anniversary project intern has done a great job in starting the planning of activities. Kelly, project investigator for the black history study is researching now. She is a USC professor. Reading with a Ranger is starting at the library. Robin is conduction additional virtual summer programs over three weeks. Plum Orchard room is about 80% complete. A package was submitted to the COVID team to request allowing them to re-open the mansion once work is done. An urban archaeology crew is at Plum Orchard now and they will report on what they find once complete.
  2. Exit 1 Visitors Center Update – Wesleigh Reaves: She’s been managing the VIC for the last 9 months or so. They are getting staff up to speed on changes in the areas. They do have plexi-glass still up and they may see the return of some previous COVID precautionary restrictions. September 2 is the Hands Across the Border, police presence and public safety event.
- VII. New Business
1. Marketing Sponsorships – Rustapalooza/Three Rivers Ride (\$250) Angela Wigger: We do not have the final details for the Rustapalooza sponsorship and its inclusions because we want a custom marketing package but Angela does recommend a \$250 marketing package sponsorship for Three Rivers Ride. Motion to Approve \$250 marketing sponsorship for Three Rivers Ride by Jim Goodman. Seconded by Valerie Fautz.  
**MOTION APPROVED.**
  2. Mission Statement Review – Angela Wigger: Angela would like to recommend that the board update the current mission statement to clearly include that we market for the area not just St. Marys. Angela provided and About Us and a revised mission statement for discussion. Discussion on current mission and how to edit took place. Angela read the new statement for the motion. “The mission of the St. Marys Convention & Visitors Bureau (SMCVB) is to promote St. Marys, Cumberland Island, and the Camden County area as a desirable tourist destination, increase the overall economic impact and overnight stays of visitors to the area, and foster a quality visitor experience to benefit the city.” Mary Neff motioned for approval of the revised statement, as read by Angela (noted above). Jerry Lee seconded.  
**MOTION APPROVED.**
- VIII. Other Business
1. Governor’s Tourism Conference/RVIC Conference – Request Approval of Attendance 8/29-9/1/2021  
Motion by Mary Neff and seconded by Sugar Yadav.  
**MOTION APPROVED.**
  2. County Tax Update – Angela Wigger
- IX. Hotel/Motel Tax, St. Marys Financials provided for review on page 3-6.

- X. Director's Report & Events Recap – Angela Wigger: CB & Sugar have let the city know they are interested in building a boutique hotel on the Gateway Property site. If anything moves forward she will update us but is interested in anyone's ideas on what they think would be good there.

Website Visits: 34,705 last 30 days. 34,215 reported in JUNE.

Google: Total 24,000 views. 3,480 web search from Google; 20,500 Google Maps views with 162 actions, which are calls, directions, and clicks to our website.

Facebook: 15,185 Page Likes! We have been active with a reach of 23,000 (13,193 June; 13,211 May; 13,800 April).

Media: "Six Secluded Beach Towns to Put on Your Radar for Summer" by Brides.com

"Five Best Island in America to Visit Now in 2021" by The Manual

"2021 Travel Trailblazers – Georgia WWII Heritage Trail" by Georgia Trend.

Calendar Review: Community Market, Music in the Park August 14 with Bluff 5 Band and September 11 with Bold City Brass Band. Rock the Books August 7<sup>th</sup> in the Park.

- XI. Adjournment  
Motion to Adjourn by: Jim Goodman  
Seconded by: Mary Neff  
Meeting Adjourned.

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