



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marvs Convention and Visitors Bureau
400 Osborne Street, St. Marvs

Minutes: October 26, 2021, 3:00 p.m.

- I. **Call to Order** – Called to order by Darlene Landreth at 3:08pm
- II. **Quorum:** Yes – Attendance: Board – Darlene Landreth, Valerie Fautz, Mary Neff, Judy Thurner, Jerry Lee, and Jim Goodman.
Staff – Angela Wigger. Absent: Melissa Braun, Sugar Yadav, Mardja Gray
- III. **Approval of the September 2021 Minutes**
Motion to Approve the Minutes by Judy Thurner, Seconded by Mary Neff. Abstaining was Jerry Lee and Valerie Fautz.
APPROVED
- IV. **Granting Audience to the Public** – None in attendance.
- V. **Approval of the Agenda**
Motion to Approve the Agenda with addition of November and December meeting dates discussion by Mary Neff, Seconded by Jerry Lee.
APPROVED
- VI. **Old Business**
 1. **Cumberland Island Update** – Jill Hamilton Anderson – Announced there will be military/veteran and Camden County resident specials. Angela will create the marketing material based on Jill’s information and will promote it digitally and forward to the paper. There will be a hunt on November 11th and veteran hunters that have already paid will get a refund for the discounted amount. There will be a ferry price increase in January. There will be an afternoon ferry over Veteran’s Day weekend. They have some new drivers hired for the Lands & Legacy van tours and Jill will be doing ride-alongs to evaluate the tours soon. There will be Tuesday and Wednesday ferries between Christmas and New Years and an afternoon ferry that holiday weekend. They will be posted on the website soon.
 2. **Exit 1 Visitors Center Update** – Wesleigh Reaves – thanked us for use of the room for her staff training and meeting. Their numbers are 30,000 from September 2020 and 40,000 from September 2019. She mentioned the Honor Your Oath visits to state visitor centers. Angela shared she has talked to her staff and let them know we allow people to film with no issues but if they want an interview of any type, they refer them to Angela.
- VII. **New Business**
 1. **Scarecrow Workshop and Tour of Homes Updates** – Angela Wigger: Nice event. Costs \$450. Revenue \$320. Loss of \$139 this year but we have the frames to get us started for next year. There were 8 to go kits and 8 builds on the day of the event. We would do this again. Tour of Homes – we’ve had some ups and downs in securing houses. Two strong commitments have fallen through this week. We have 4 homes, no hotel or B&B’s, and one business. Two churches are confirmed.
 2. **November & December meeting dates** – Darlene Landreth – discussion on holiday travel and if we should have any date changes or meeting cancellations for November or December. Everyone was good for the November date, and we will plan to add the December date to the November agenda and possibly plan to cancel if no pressing agenda items for the month.
- VIII. **Other Business - None**
- IX. **Hotel/Motel Tax, St. Marys Financials** – Included in packet.
- X. **Director’s Report & Other Events Updates** – Angela Wigger – Marketing: Google – Total 15,800 views. 10,100 web searches from Google; 13,200 Google Maps views with 121 actions, which are calls, directions, and clicks to our website. Facebook is up to 15,500 Page Likes! Reach of 23,100. Engagement good. Event reach of 50,055 and 3,854 event responses. Calendar Review – Community Market, St. Marys Haunted History, White Lighting, Live Nativity, Christmas in the Park, Tour of Homes. Christmas Concert with an orchestra out of Jax, train rides, Christmas Open House November 5
- XI. **Adjournment**
Motion to Adjourn by Valerie Fautz and Seconded by Judy Thurner.