



**CITY OF ST. MARYS**

418 OSBORNE STREET  
ST. MARYS, GEORGIA 31558

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**St. Marvs Convention and Visitors Bureau**  
**400 Osborne Street, St. Marvs**  
**Minutes: February 22, 2022 3:30 p.m.**

- I. Meeting Called to Order by Darlene at 3:35pm
- II. Quorum: Yes. In attendance: Judy Thurner, Tyler Carpenter, Valerie Fautz, Darlene Landreth, Mardja Gray and Sugar Yadav. Absent Jim Goodman and Melissa Braun. Staff Angela Wigger.
- III. Motion to Approve January 2022 Minutes by: Judy Thurner. Seconded by: Valerie Fautz.  
**APPROVED**
- IV. Granting Audience to the Public – None in attendance that are not on agenda.
- V. Motion to Approve the Agenda by: Judy Thurner. Seconded by: Tyler Carpenter.  
**APPROVED**
- VI. Other Business
1. Spencer House Inn – Introduction of Jake Alexander representing the Spencer House to the board. Jake has been extended to stay in St. Marys to manage the Spencer House for Brahm Corporation well-being and lifestyle brand that includes the hospitality market (brahmcorp.com).
  2. Cumberland Island Update – Jill Hamilton Anderson shared the ferry and staff continue to be busy. The park had over 72,000 visitors FY21 and are already at 22,000 visitors in the first quarter of FY22. Several projects are in the works. The Sea Camp Ranger Station bathrooms have been redesigned and will be reconstructed. The NPS parking lot project has been redesigned and work is scheduled to start in August or September. The mainland exhibits are in fabrication. The Ice House Museum which was last designed in 1982 is in the design phase for new exhibits. The Cumberland museum will have some renovations forthcoming and more information and dates will be provided later. The Grange on the south end of the island will get internal renovations and exhibits and that process will likely be three years. Because they have so many projects in the works they will be scaling down the number of celebration events for the 50<sup>th</sup> anniversary. The ferry goes back to its regular schedule March 1<sup>st</sup> with a 2:45pm ferry every day.
  3. Exit 1 Georgia Visitors Center Update – Wesleigh Reaves shared per D.O.T. statistics they are at 10-15,000 more cars than the previous year. They are still seeing a lot of families with children travelling although traditional school is in session. Visitors are still looking for outdoor attractions but are also planning more indoor activities, like museums, and are also planning summer and fall trips now. The new Georgia Travel Guide is out and available from Angela. All the Georgia Visitor Centers will be starting a visitor profile survey this year as part of an Explore Georgia initiative. Her center needs a part-time and a fulltime staff member.
  4. St. Marys Georgia Mainstreet/ DDA Staff Introduction – Angela Wigger introduced Candace Pullum as the new Mainstreet Manager. Her focus is professional relationship building with the businesses. Another goal will be to plan more events and to add support to existing events in several different ways.
- VII. Old Business
1. St. Patrick's Day Block Party & Mardi Gras Update – Angela Wigger – St. Patrick's Day planning is going well. We've added an Irish dancer and pet parade. Mardi Gras is this weekend, and we are fielding visitor calls.
  2. Staff Update, New Staff Introduction – Angela Wigger introduced Holly Possa as the new part-time staff assistant taking Patsy Scott's place. Her regular schedule will be Thursday through Saturday.
  3. BRAG Winter Ride Recap – Angela Wigger shared BRAG went well with the riders and the weathers. Working with restaurants had a few challenges.

4. 2022 Term appointments, Welcome to Tyler Carpenter new At-large SMCVB board member. He is also the president of the Camden Cycling Club, the vice president of the Friends of Crooked River, and a 7<sup>th</sup> grade special education teacher at Camden Middle School.

5. 2022 Slate of Officers; Any Additions to Slate – Angela Wigger

Motion to accept slate of officers as presented with Darlene Landreth as Chair, Valerie Fautz as Vice Chair, and Judy Thurner as Secretary was made by Tyler Carpenter. Seconded by Mardja Gray.

**APPROVED.**

6. Permanent SMCVB Authority meeting time change – Darlene Landreth.

Motion to approve permanent time change to 3:30 for the monthly SMCVB meeting made by Valerie Fautz. Seconded by Judy Thurner.

**APPROVED.**

VIII. New Business

1. Working on FY2023 Budgets. Request for budgets sent and are due to city by March 4. – Angela Wigger will soon begin the process of planning the budget. She will review with Darlene prior to presenting it to the city. We will plan to discuss the media plan in coming months but any suggestions for new media is welcome and will be researched.

IX. Hotel/Motel Tax, St. Marys Financials – Angela Wigger reviewed the presented financial reports.

X. Director's Report & Other Info/Events Updates – Angela Wigger

Reviewed the submitted director's report and the upcoming March calendar of events. Media updates: Google – Total 10,700 views. 5,964 web searches from Google; 9,100 Google Maps views with 105 actions, which are calls, directions, and clicks to our website. Facebook is up to 15,817 Page Likes! Reach of 13,444 Facebook and 1,236 on Instagram. Website – 3,614 last 30 days. Social reach from 1,547 last 30 days.

XI. Adjournment

Motion to Adjourn by Tyler Carpenter. Seconded by Sugar Yadav.

**MEETING ADJOURNED.**

**Meeting minutes submitted by Angela Wigger.**