



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau
St. Marys Welcome Center, Ward Hernandez Building, 400 Osborne Street
Minutes: July 26, 2022, 3:30 p.m.

- I. Call to Order – Darlene Landreth called meeting to order at 3:40pm.
- II. Quorum: Yes. In attendance: Tyler Carpenter, Darlene Landreth, Valerie Fautz, Jake Alexander, Judy Thurner. Absent: Melissa Braun, Sugar Yadav, Jim Goodman, Mardja Gray
- III. Approval of the June 2022 Minutes
Motion to Approve the Minutes by Valerie Fautz. Seconded by Tyler Carpenter.
APPROVED.
- IV. Granting Audience to the Public (any speakers should provide name and address) – Jill Hamilton-Anderson, Sammy Maffei.
- V. Approval of the Agenda
Motion to Approve the Agenda by Tyler Carpenter with the addition of New Business 4 – Gateway Property Update by Judy Thurner and 5 – Amelia River Cruise Update by Angela Wigger. Seconded by Judy Thurner.
APPROVED.
- VI. Other Business
 1. Cumberland Island Update – Jill Hamilton Anderson – A product line is opening in September at the visitor center bookstore commemorating the 50th anniversary. Turtle nests are at over 1,200 this year, which is another record-breaking year. In September the Sea Camp restrooms will be renovated. The ranger station will be renovated in FY2023. It is in the design phase. Ice House Museum is also in the design phase. The new wayside exhibits will be in place before October 1st. The Alberty House will have a new four-sided kiosk on the Gullah Geechee history of the island. An engineering company has assessed and rehabbed 16 slave cabins/chimneys. This area is currently not open to the public, but they are working on the preservation of the area. They are having to adjust the budget for their parking lot project. The Dungeness on Beach Creek boat house was given a new roof, so it doesn't deteriorate any further. They recently went to the regional director for approval of the Visitor Use Management Plan. They did suggest renting kayaks, adding new campgrounds, and a ferry to Plum Orchard on a regular basis. Abby McCarthy will be the new onsite 50th Coordinator.
 2. Exit 1 Georgia Visitors Center/Explore Georgia Update –Angela Wigger - Per Wesleigh Reaves (VIC Manager), the Explorer Days statewide event was a hit with visitors. They had over 25,000 cars getting off at exit 1 during the weekend and saw an estimated 4,000 people during the event. They offered trivia games, free popcorn, peach tea, and giveaways that encouraged visitors to engage with staff. They had a new part time person start this week and should have a new full-time person starting next month.
 3. Request motion to support the Cumberland Island National Seashore 50th Anniversary celebration events with \$4,500.00, which would come out of our miscellaneous account code from unrestricted funds. Motion to move forward with the \$4,500 support by Darlene Landreth. Seconded by Judy Thurner.
APPROVED.
- VII. Old Business
 1. Budget Updates – Angela Wigger. We did have a budget adjustment approved by council to account for the receipt of county bed tax revenue and the required expenditure of those funds. One more budget adjustment will be done. Marsha in finance wants to wait until next month for FY22 and then we will adjust the budget FY23 budget at the end of first quarter.
 2. Review of suggested revisions and marketing suggestions for the FY2023 Budget. Additional billboard options presented. Motion to approve up to \$11,000 for a new right-hand to start once the current advertiser vacates by Judy Thurner. Seconded by Darlene Landreth.
APPROVED.
 3. Georgia Governor's Tourism Conference Reminder – Darlene Landreth & Angela Wigger are attending next week.

- VIII. New Business
1. ExploreGeorgia, Georgia Travel Guide photographers visit – Angela Wigger – Angela organized a trip with NPS for EG and their media team for photography on Cumberland. All went well.
 2. Savannah World Trade Center Board Meeting – Angela Wigger – Their 21-person board of directors is meeting in our building August 19th. They are staying at Riverview Hotel and Spencer Inn. A group of about 6-8 Camden people will go on a river cruise luncheon with them to share Camden information.
 3. Georgia Coast Travel Association (GCTA) Update – Angela Wigger –The board recently voted to dissolve the GCTA due to a lack of participation in meetings and leadership roles. There have been less than a handful of people willing to serve the last few years.
 4. Gateway Property Update – Judy Thurner – August 4th is the next meeting. The feasibility study was good for 75 rooms. 100 would be a stretch. The Yadav's are looking at it possibly being a Marriott family branded property.
 5. Amelia River Cruises Update – Angela Wigger spoke to Kevin McCarthy who stated that his current three boats are all too busy to justify taking them away from their current tours. Him and his partners are on the lookout for a new boat, so no real target date is in place to start the Amelia Island to/from St. Marys taxi service.
- IX. Hotel/Motel Tax, St. Marys Financials - Financials were reviewed from the printed packet. Ended Revenue at \$343,116 and Expenditures at \$214,051 per last printed report. There may still be minor adjustments as the finance department closes out the year.
- X. Director's Report/ Other Info/Events Updates – Angela Wigger – Independence Day Festival Update, Music in the Park. Angela updated on some upcoming events. Jake shared that Spencer House by Brham has purchased the site of the Olde Town Art Gallery and Cedar Oak. They are planning a small gym with the possibility of spa/message therapists. They are offering breakfast to the public on Door Dash. They have applied for a liquor license for Spencer House. They are going to be doing a refresh of the restaurant and are looking into what menu options they may offer. Google – Total 18,500 views, 2,600 actions. Facebook is up to 16,200-page likes (+137). FB reach of 27,200. Instagram: 1,290 likes (+257). Website at 45,265 previous 12 months. 13,783 MTD. Social reach from website 90,394 previous 12 months. 9,201 MTD.
- XI. Adjournment
Motion to Adjourn by Tyler Carpenter. Seconded by Valerie Fautz.
Adjourned.

Agenda by Angela Wigger