



## **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: August 23, 2022, 3:30 p.m.

- I. Meeting Call to Order by Darlene Landreth at 3:30pm.
- II. Quorum - Yes: Judy Thurner, Mardja Gray, Darlene Landreth, Valerie Fautz, Tyler Carpenter, Sugar Yadav (by phone)
- III. Approval of the July 2022 Minutes  
Motion to Approve the Minutes by Judy Thurner and seconded by Valerie Fautz.  
No discussion.  
**APPROVED**
- IV. Granting Audience to the Public – None
- V. Approval of the Agenda  
Motion to Approve the Agenda with addition of a BRAG Winter Ride update under Other Business #2 by Tyler Carpenter.  
Seconded by Judy Thurner.  
**APPROVED**
- VI. Other Business
1. Cumberland Island Update – Pauline Wentworth – August number have decreased, which is usual. Visitors will pick up over Labor Day. The visitor center lawn wayside panels are in place. The Alberty House interpretive panels should be up by October 1<sup>st</sup>. Their team focus is on the 50<sup>th</sup> anniversary events with the kick-off on October 1 and the first speaker series presentation on October 23<sup>rd</sup> with Lary Dilsaver at CCGA. The Ice House Museum updates are still in the design phase. They have had 1,244 turtle nests to date. The ferry goes to the winter schedule on October 1. Jill Hamilton-Anderson has left Cumberland Island and accepted a job in Atlanta with the Dept. of Interior for the Land & Water Conservation Fund and stopped in to say goodbye to the board.
- VII. Old Business
1. Budget Updates – Angela Wigger – The final FY2022 budget adjustment was done at council on August 15. The move just covered some of the additional marketing spent and tax received. Total Revenue was \$343,116 and Expenditures were \$214,051.
  2. Georgia Governor’s Tourism Conference Update – Darlene Landreth & Angela Wigger – It was a great conference with many great sessions, breakout meetings, and networking opportunities. Included an Explore Georgia marketing update from Mark Jaronski. We found out after the conference that they are making drastic changes to the Georgia Travel Guide, but we don’t know what marketing options there will be yet. Celeste Headley’s communication session, the state of tourism presentation, and Governor Kemp’s visit were highlights. Other sessions included email strategies, accessibility marketing, and an elected official’s session.
- VIII. New Business
1. Jacoby Development Cumberland Inlet Groundbreaking 10am – 11:15am, August 26<sup>th</sup> at the Meeting Street boat ramp. JDA could use assistance with getting people seated the day of the event. – Angela offered the board a reminder about the event.
  2. Development Authority of St. Marys (DASM) Swamp to Sea Presentation – Tyler Carpenter shared a quick overview on the Swamp to Sea Discovery project that Cliffco presented at the last DASM meeting. He is a private investor with other private investors who would like to buy the Weed Street property and build an Eco Retreat, Discovery Center, and Lighthouse Camp building for corporate and leadership retreats.
  3. DASM Working Group Request – Angela Wigger – The DASM group has asked that Angela participate with the DASM Working Group meetings. The board approved participation in the meeting when she is available. There are no official set days or times for their meetings.
  4. Camden County Board of Commissioners – Hotel/Motel Tax Work Session – Angela Wigger attended the August 16<sup>th</sup> CCBC Work Session on Hotel/Motel Tax. At this point the board discussed that they would plan to move from 3% to 5%, which they can do at a commission meeting. They would plan to keep the DMO’s at their current levels of 3% and move the additional 2% to the county general fund but they will discuss further and vote at the next meeting. They may still go to 6% but that will require legislation and will be something that they can further discuss, at a later date.

5. Additional Marketing Opportunities – Angela Wigger – Additional options can be presented in future, but Angela would like to request motion to approve addition of \$46,024 to the current media plan for FY2023 based on the following five items and adjust the budget appropriately.

a. Good Housekeeping \$8,703 (\$3,703 for 4 full page ads in October/ November for Orlando and Daytona/Palm Beach market and \$5,000 for remnant opportunities)

b. AAA Living Magazine addtl contract for \$9,671 (for two 1/3-page ads in the Jan/Feb and the Jun-Aug editions, \$3,688 each, and \$4,590 for two newsletter digital banners at \$2,295 each for newsletter banner to 215,000).

c. Sojern Digital Marketing \$15,000 for a three-month campaign with cross device display ad with a goal of 2.75 million impressions.

d. Advance Travel Media – blogs and digital add \$2,400

e. Georgia Magazine - \$7,000 for two 1/3 Page Ads

Tyler Carpenter made the motion to approve the addition of \$46,024 to the current media plan for FY2023 based on the additional options presented. Judy Thurner seconded.

**APPROVED**

6. Savannah World Trade Center Board Meeting – Angela Wigger- we hosted the SWTC board for their meeting 8/19 and joined them on a harbor and economic development tour.

IX. Hotel/Motel Tax, St. Marys Financials - Monthly reports were provided to the board.

X. Director's Report/ Other Info/Events Updates – Angela Wigger – Seafood Festival Update, Music in the Park, State Visitor Information Center update that they have hired their additional fulltime person. Molly's Old South Tours has contracted with the NPS and will begin Dungeness Historic District Walking Tour at the end of September. Follow Facebook for updates. Angela invited the board to come to the Lary Dilsaver presentation and to visit the website for a full list of October events, including the NPS 50<sup>th</sup> Kick-off, Build a Scarecrow, Scarecrow Stroll, and Haunted History Tour. Spencer House Inn's owner has purchased Cedar Oak. It will now be Cedar Oak by Brham. They are still working through the menu and hours and are installing new equipment, including a pizza oven.

XI. Adjournment: Motion to Adjourn by Tyler Carpenter and seconded by Valerie Fautz.

Minutes by Angela Wigger