



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
Meeting Minutes
April 25, 2023, 3:30 p.m.

- I. Call to Order – Darlene Landreth
- II. Quorum: Yes. Mardja Gray, Sugar Yadav, Darlene Landreth, Valerie Fautz, Tyler Carpenter, Allen Rassi.
Absent: Melissa Braun and Judy Thurner.
- III. Approval of the March 2023 Minutes
Motion to Approve the Minutes was made by Tyler Carpenter and seconded by Valerie Fautz.
APPROVED
- IV. Granting Audience to the Public None in attendance
- V. Motion to for Approval of the Agenda with the addition of Destination Leadership meeting under New Business # 3 by Valerie Fautz was seconded by Tyler Carpenter.
APPROVED
- VI. Other Business
 1. Cumberland Island Update – CUIS Staff- None in attendance. No updates. Angela shared the speaker series event with Dr. Wayne Clough went well with about 30 attendees. The Jacoby Development team attended.
 2. Gateway Property Update – Sugar Yadav shared that the extension of the MOU between the City and GOPE Gateway was signed at Monday’s council meeting and that they were able to solve the parking issue by purchasing a piece of adjacent property, which they are in closing for now. The MOU was an 18-month extension.
 3. Gateway Marina Update – Angela Wigger shared there are no updates on the opening date yet but that we should be very close, and she will email once she gets the news and details.
- VII. Old Business
 1. Budget Updates FY2024 – Angela Wigger has met with city manager and finance department. They will be making some very slight changes to what was presented. Each department has budget meetings with city council coming up on May 2nd that are open to the public. If anyone is interested in attending, they can let me know and I’ll forward our assigned time.
 2. Reminder the SMCVB Work Session is immediately following this meeting at 4:45pm
- VIII. New Business
 1. Business & Event Updates – Angela Wigger has heard that Bueno Dias is moving from across the street from NFCU to the prior location of the Red Moose. She’ll keep all updated. Angela ran through some of the events from our website and announced a partnership with Deb Cottle to use Cottle & Gunn’s auction room as a backup location for Music in the Park for inclement weather.

2. Georgia Governors Conference 9/11-13. Per Angela Wigger, the meeting will be held in Jekyll Island. We don't have an agenda pulled up yet. Agenda may determine overnight schedule. Because this is closer to home with less travel expenses, we can get another board member registered if there is an interest. Angela will also apply for a scholarship for registration if there is board interest. Angela will email the agenda to the board. Motion to Approve this budgeted travel expense for registration, travel, and lodging for director and chairperson, as required, based on agenda by Sugar Yadav and seconded by Mardja Gray.

APPROVED

3. Destination Leadership – Fundamentals of Tourism – Angela Wigger requests approval to attend an inaugural training class geared towards elected and city officials. The program was developed by UGA's Carl Vinson Institute of Technology at the urging of the Georgia Association of CVB's and the Georgia Coast Travel Association helped with funding. This first event is in Madison. Fees are \$250 for class and lodging for one night will be required. Motion to approve meeting attendance by Tyler Carpenter and seconded by Mardja Gray.

APPROVED

- IX. FY2023 Hotel/Motel Tax & FY2023 St. Marys Financials Review – Angela Wigger reviewed the meeting packets. Total Actual Year To Date (YTD) revenue is \$232,520.00, Total YTD expenditures is \$227,332.00, and revenue over expenditures is \$5,189. We have 3 months of reporting left.
- X. Director's Report/ Other/Marketing – Angela Wigger shared she has emailed Spencer House about the non-payment of bed tax; in case it has slipped by them with the staff changes. Our big three media results for April were and Only in Your State, post with over 6 million digital impressions, a World Atlas post on Georgia's Most Charming Beach Towns with almost 9 million digital views, and a Travel & Leisure article on the Secluded Georgia Island's Locals Want to Keep Secret with over 9 billion digital and print impressions. The estimated total value of that media, if we had to pay for it, is over \$84 million.
- XI. Adjournment: Motion to Adjourn by Sugar Yadav and seconded by Mardja Gray at 4:18 pm.

ADJOURNED

Minutes Prepared by Angela Wigger