



**CITY OF ST. MARYS**

418 OSBORNE STREET  
ST. MARYS, GEORGIA 31558

**St. Marvs Convention and Visitors Bureau**

**400 Osborne Street, St. Marvs**

**MINUTES: January 25, 2022 3:00 p.m.**

**Join from a mobile device: 1-650-479-3208 Access Code 25550456402**

**\*Mask are REQUIRED regardless of vaccination status.**

- I. Meeting called to order at 3:04pm by Darlene Landreth.
- II. Quorum: Yes   x   In attendance: Darlene Landreth, Valerie Fautz, Mary Neff, Jerry Lee, Mardja Gray, Jim Goodman, Sugar Yadav, Judy Thurner. Absent: Melissa Braun, Staff Angela Wigger
- III. Approval of the November 2021 Minutes  
Motion to Approve the Minutes by: Mary Neff. Seconded by: Judy Thurner.  
APPROVED.
- IV. Granting Audience to the Public – No Audience.
- V. Approval of the Agenda  
Motion to Approve the Agenda with the addition of USA Today Travel Guide discussion by: Mary Neff.  
Seconded by: Judy Thurner.  
APPROVED.
- VI. Other Business
1. Cumberland Island Update – No CUIS staff present. Jill Hamilton-Anderson asked that we promote the local ferry discount which is valid through February and Angela has scheduled another social media post. Jill’s team is working on events for the 50<sup>th</sup> anniversary schedule.
  2. Exit 1 Georgia Visitors Center Update – No staff present. Wesleigh Reaves asked Angela to share that they are talking about bringing back Georgia On My Mind Days and will update us with a schedule once approved, the Georgia Travel Guide will be out in a few weeks, and that we are in the process on renewing the marketing contract between the SMCVB and the Georgia VIC.
  3. Spencer House Inn Update – Mary Neff/ Jake Alexander – This is Mary’s last meeting. We thanked her for her support and shared knowledge of the SMCVB during her tenure. Jake Alexander is the current manager at the Spencer house through approximately mid-March. He was not able to make the meeting, but Angela met with him at the beginning of January to offer support.
- VII. Old Business
1. St. Patrick’s Day Block Party & Mardi Gras Update – Angela Wigger – Mardi Gras is two days in Kingsland 2/25 & 2/26 and the St. Pat’s event has been scheduled for March 19, Noon – 3pm.
  2. Staff Update – Angela Wigger – We have offered the open staff assistant part-time Thursday – Saturday position and expect them to start mid-February.
  3. BRAG Winter Ride Update – Angela Wigger – The group has 75 people registered. We will hold our annual reception on Wednesday, February 16<sup>th</sup> at the SureStay Plus Hotel from 4:30-6pm. Donations of bottles of wine would be greatly appreciated.
  4. Tour of Homes Results and Appreciation – Angela Wigger – Thank you to Judy Thurner for putting her home on the tour and Valerie Fautz for acting as a house host during the tour. 246 People attended. With the price increase to \$20 in advance and \$25 the day off we did well with gross sales of \$5,090 and net proceeds to the CVB of \$4,070. Only \$890 less than 2019 and \$1,562 more than 2018. Next tour will be 2022.
- VIII. New Business
1. 2022 Term Expirations and Slate of Officers – Angela Wigger shared Judy Thurner, Valerie Fautz, and Jerry Lee are all up for expiration/reappointment. Tyler Carpenter wants to apply to an at-large position but wants to inquire if the meeting time could be shifted to 3:30pm. All board members indicated they were good with a time change if Tyler is appointed to the board. Slate of officers with Darlene Landreth, Chair; Valerie Fautz, Vice-chair; Judy Thurner, Secretary was presented, and additional nominations were requested. There were no other nominations. We will ask again at the February meeting if there are any other nominations or if they want to accept the slate as presented. New officer positions start at the February meeting.

2. Possible consideration of meeting time change requested by Tyler Carpenter if appointed – see above.
3. Pauly's Restaurant & Picture This Update – Pauly's is closed, and Market on the Square will expand into that space. Jerry Lee has purchased the framing supplies from Picture This and is now doing custom frames. Chef William of 401 West purchased the Picture This building.
4. Approval of GACVB Annual Conference attendance Jan. 30 – Feb. 2 in Columbus Marriott & Convention Center. Motion to Approve Angela's GACVB conference attendance by: Mary Neff. Seconded by: Mardja Gray  
**APPROVED**
5. Appointment of Judy Thurner, or other board member representing the SMCVB, to the Gateway Committee replacing Mary Neff.  
Motion to Approve appointment by Mary Neff. Seconded by: Jerry Lee.  
**APPROVED.**
6. Discussion on and request approval for \$3,000 ¼ page ad in the USA Today Travel Guide. Motion to approve by Darlene Landreth. Seconded by Mary Neff.  
**APPROVED.**

- IX. Hotel/Motel Tax, St. Marys Financials (November & December) - Copies provided in board packets. Review of totals.
- X. Director's Report & Other Info/Events Updates – Angela Wigger - Marketing – January 2022 Meeting: Google – Total 14,800 views. 9,100 web searches from Google; 12,700 Google Maps views with 115 actions, which are calls, directions, and clicks to our website. Facebook is up to 15,750 Page Likes! Reach of 10,165 Facebook and 1,265 on Instagram. Website – 3,191 last 30 days. Social reach from 17,467 last 30 days; Reviewed upcoming events; Board appointments will happen at the February 7<sup>th</sup> council meeting and Angela will attend. We hosted a national geographic writer in December. We are hosting a French Travel Company that specializes in motorcycle travel in February. American Motor's Travel and she will stay at Goodbread House. Shared a little information about AirDNA.
- XI. Adjournment  
Motion to Adjourn by: Valerie Fautz. Seconded by: Mardja Gray. **ADJOURNED.**

Minutes Submitted by Angela Wigger