



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau
St. Marys CITY HALL CHAMBERS
Minutes: May 24, 2022, 3:30 p.m.

- I. Call to Order at 3:30 p.m. by Darlene Landreth.
- II. Quorum: Yes. Attending: Darlene Landreth, Judy Thurner, Valerie Fautz, Tyler Carpenter, Jim Goodman. Staff, Angela Wigger. Sugar Yadav via phone. Absent Melissa Braun, Mardja Grey, Jake Alexander
- III. Approval of the April 2022 Minutes - Motion to Approve the Minutes by Judy Thurner, Seconded by Valerie Fautz. **APPROVED.**
- IV. Granting Audience to the Public – None
- V. Approval of the Agenda - Motion to Approve the Agenda by Tyler Carpenter. Seconded by Jim Goodman. **APPROVED.**
- VI. Other Business
1. Cumberland Island Update – Pauline Wentworth: They have started their severe weather planning, twenty-four urban archeologists have been on the island, NPs is hiring one guide right now. NPS is going to cashless/ prepay for the park fee. They will ask visitors to pay the fee online in advance. NPS is working on confirming speakers and events for the 50th anniversary celebration events, they have already had 170 nests this turtle season. The NPS app has been popular, and they are adding more history elements to the app. Finally, the USC research on black history is still in progress and they have been making family connections.
 2. Exit 1 Georgia Visitors Center Update – No staff in attendance and no updates.
- VII. Old Business
1. FY2023 Budget Update – Angela Wigger presented the budget and requested approval. There is still one more public hearing. Judy made a motion for Approval of the FY2023 Budget as submitted contingent upon council after public hearings. Seconded by Valerie Fautz
APPROVED.
 2. FY2023 Media Plan Update – Angela Wigger presented the media plan and requested approval with ability to make changes based on tax increases.
Motion for approval by Tyler Carpenter. Seconded by Judy Thurner.
APPROVED.
- VIII. New Business
1. Georgia Outdoor Trail Summit – Darlene Landreth attended the summit with Terry Landreth. It was a good networking and education event. She learned the Georgia Census is up 10%. The U.S. average is a 7% increase. The summit presented the statewide comprehensive outdoor recreation plan and U.S. Bureau of Economic Development analysis. They learned that the state is anticipating creating a Georgia Office of Outdoor Recreation in 2023.
 2. Georgia Governor’s Tourism Conference – July 31-Aug 3, Athens – Angela Wigger requests a motion is put forward for approval of the director and board member (chair) to attend this annual conference. \$625 registration fees plus travel expenses. Also, RVIC and event registration. Motion to Approve the attendance and accompanied fees by Jim Goodman. Seconded by Tyler Carpenter.
APPROVED.
- IX. Hotel/Motel Tax, St. Marys Financials were provided in board packets. Highlights: budgeted expenditure for FY22 is \$189,097.00 and actual revenue YTD is \$272,137.00 with 2 months of reporting left. Actual expenditure through April is \$170,125.00.
- X. Director’s Report/ Other Info/Events Updates – Angela Wigger provided in the board packet. Marketing details: Google – total 15,400 views, 131 actions. Facebook 15,590 page likes (+84), Reach is 20,373. Instagram: 1,274 likes. Website – 77,268 YTD. 8,893 MTD. Social reach from website 180,373 YTD.
- XI. Motion to Adjourn by Tyler Carpenter. Seconded by Judy Thurner. **ADJOURNED.**

Meeting minutes submitted by Angela Wigger