



CITY OF ST. MARYS

418 OSBORNE STREET
ST. MARYS, GEORGIA 31558

St. Marys Convention and Visitors Bureau
400 Osborne Street, St. Marys
Minutes: April 26, 2022 3:30 p.m.

- I. Call to Order
- II. Quorum: Yes. Darlene Landreth, Sugar Yadav, Mardja Gray, Jim Goodman, Judy Thurner. Absent – Melissa Braun, Jake Alexander, Valerie Fautz, Tyler Carpenter. Staff Angela Wigger.
- III. Approval of the March 2022 Minutes
Motion to Approve the Minutes by Mardja Gray. Seconded by Sugar Yadav.
APPROVED.
- IV. Granting Audience to the Public - None
- V. Approval of the Agenda
Motion to Approve the Agenda by Mardja Gray. Seconded by Sugar Yadav.
APPROVED.
- VI. Other Business
1. Cumberland Island Update – Jill Hamilton-Anderson and Victoria McKeller-Peeples. Jill reminded the group about the Commercial Use Authorization special use permit that is required for anyone to legally sell services on/to Cumberland Island. Asked us to be aware of that when we see people advertising to take people to the island that there is an approved list of vendors. The Chief law enforcement officer is working to educate people of the legal use of the island.
 2. Exit 1 Georgia Visitors Center Update – Wesleigh Reaves/VIC Staff/ Angela Wigger – No updates. They are still searching for full time staff.
 3. SMCVB May Meeting Location (City Hall Chambers) – Angela Wigger let the board know that the meeting location for the May meeting will be City Hall Council Chambers due to the election day polling activities that will be held at the welcome center.
- VII. Old Business
1. FY2023 Budget Update (May 4 & 5 Council Review) – Our council budget review is scheduled for 9:30am on May 4th. Meetings are open to the public.
 2. FY2023 Media Plan Update – A budget adjustment was submitted and approved by council for \$15,114 to be added to the bed tax line item and into the marketing expenditure account for FY22 to account for the county bed tax received. The draft marketing plan is in place at just over \$66,000.
- VIII. New Business – No new business was submitted to the agenda.
- IX. Hotel/Motel Tax, St. Marys Financials – Bed tax collected is at \$186,572 through March. Total budget revenue actual YTD is \$223,056 and total expenditures YTD are \$143,853 through March.
- X. Director's Report/ Other Info/Events Updates – Angela Wigger – Google views are at 16,900 with searches at 10,100. There were 2,380 actions including, direction requests, calls and website visits. Most recent media includes, Forbes listing Cumberland as a top 5 ecotourism destination and highlighting Brackish Beer, The Travel's "10 of Georgia's Best Beaches that are Worth a Vacation Alone", "View Finders," the new GPB television series featured Cumberland on their first episode, Only in Your State's "This Hidden Carriage House in Georgia is a Beach Getaway with the Utmost charm." We were listed by Southern Living as a "Best Southern Secluded Beach." We were highlighted in a Southern Living newsletter in January. We will be highlighted in the Atlanta Magazine newsletter in April and in the AAA Living newsletter in June. We also signed the contract with Key Data, in partnership with the Kingsland Convention & Visitors Bureau, and signed a contract for a full page add with AAA Living in June and a digital add with AAA Living in June. Other discussion items: Locals Dockside opened, The Tribune & Georgian building was sold and will open as a pizza restaurant, Mardja has sold the Goodbread House Inn. It is currently under contract to Paul & Renee Chamley with a May 19 closing date scheduled.
- XI. Adjournment
Motion to Adjourn by Mardja Gray. Seconded by Judy Thurner. MEETING ADJOURNED.
Meeting Minutes Submitted by Angela Wigger.