



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: September 27, 2022, 3:30 p.m.

- I. Called to Order by Darlene Landreth at 3:32pm.
- II. Quorum: Yes. Darlene Landreth, Mardja Gray, Tyler Carpenter, Jim Goodman, Judy Thurner, Valerie Fautz, Jake Alexander, Sugar Yadav (by phone). Absent Melissa Braun.
- III. Approval of the August 2022 Minutes
Motion to Approve the Minutes: Judy Thurner
Seconded by: Tyler Carpenter.
APPROVED
- IV. Granting Audience to the Public (any speakers should provide name and address) - None
- V. Approval of the Agenda
Motion to Approve the Agenda with addition of Other Business #2, Exit 1 Georgia VIC Update and New Business, #2, Discussion on Executive Director employment status: Tyler Carpenter. Seconded by: Mardja Gray.
APPROVED
- VI. Other Business
 1. Cumberland Island Update – CUIS Staff: Jay Johnstone, Interim Chief of Interpretation for CUIS and Fort Frederica is new and on temporary assignment from Biscayne National Park. We are excited to have him and his new ideas and expertise coming from a park with similar situations. He will be our visitor services manager. He has just started putting up an information table and tent on the lawn near the community market to engage visitors and saw 100 people Saturday and about 30 Sunday. The staff shares the biology, ecology, and history of the island. For the Seafood Festival date change, they will still participate in the parade and will have stations set up on the visitor center lawn. No park program is planned at this time. The island and all its facilities are closed as of 4pm today and will remain closed through clean up and damage assessments at least through Monday. We can watch the Facebook page for updates. The visitor use management plan is being re-energized and they will soon have public comments opportunities to get feedback on the proposed changes.
 2. Exit 1 Georgia VIC Update – Vicki Gregory: Vicki is our newest fulltime team member at Exit 1. They are still looking for some parttime staff. The state has put Miles Media in charge of all VIC space marketing, and we will hear from them with marketing opportunities and fees. The center had 75,000 people in July 2021 compared to 95,000 in July of 2022.
- VII. Old Business
 1. Budget Updates – Angela Wigger shared the budget in the packet and there were no questions. She will work with the finance department to make the budget changes through city council that the board has approved the last two months.
 2. Seafood Festival Update – Judy Thurner/Angela Wigger – At this point, everything has been rescheduled to October 15th. Except as noted under the NPS notes above.
 3. Build-A-Scarecrow Workshop – Angela Wigger- Still scheduled for October 8th from 10am-2pm at Orange Hall.
- VIII. New Business
 1. Discussion on November & December meeting dates during holiday weeks – Angela Wigger suggested the board look at their calendars and consider cancelling November and scheduling the December meeting earlier in the month. We will discuss the board's preference at the October meeting.
 2. Discussion on employment status of Executive Director – Darlene Landreth would like to ask the board's approval on approaching the City Manager and HR about the E.D. position becoming a city employee position, rather than a contractor. Some challenges and opportunities would be bridging the gap of communication, employee benefits like accumulation of time off and health/retirement, withholding of taxes, direct chain of command, legal protection aspects for the employee and the board.
Motion to approve Darlene requesting a meeting for the discussion by Tyler Carpenter. Seconded by Mardja Gray.
APPROVED
- IX. Hotel/Motel Tax, St. Marys Financials – presented in packet and no questions from the board.

- X. Director's Report/ Other Info/Marketing/Events Updates – Angela Wigger- Our board presentation to council is scheduled for November 7th at 6pm. We reviewed the LRC media report which showed \$95,702 estimated value in free media and 10,347,028,720 impressions from July 22 to September 22. Our Community Profile has been posted for access to over 16,000 writers and our first campaign press release was pitched to 224 outlets in September. Information was directly provided for the Best Life Online's article, The Most Charming Towns in the U.S. for a Fall Getaway. We have been priced out of advertising in the Explore Georgia Travel Guide this year (\$29,000 minimum) and that may also be the case with our marketing at Exit 1. We will look forward to learning what the changes might be from Miles Media soon.
- XI. Adjournment: Motion to Adjourn by: Judy Thurner
Seconded by: Mardja Gray.
ADJOURNED

Agenda by Angela Wigger