

**Albany Convention and Visitors Bureau, Inc.**

**Board of Directors**

November 19, 2020

3:00 p.m.

112 N. Front Street, Albany GA 31701 via Zoom meetings

**Member Attendance**

Name	Term Ends	7.16.20	10.8.20	11.19.20										
Morgan Burnette	6/30/23	Y	Y	Y										
Linda Davis	6/30/22	Y	Y	Y										
Jackie Nicholson	6/30/21	Y	Y	Y										
Tommy Gregors	6/30/21	Y	Y	Y										
Jim Hendricks	6/30/23	Y	Y	Y										
Joel Holmes	6/30/21	Y	Y	Y										
Jaye Lomax	6/30/23	Y	Y	Y										
Josh Small	6/30/22	Y	Y	Y										
Mike McCoy	n/a	Y	A	A										
Sharon Subadan	n/a	Y	Y	E										
Tammy McCrary		Y	E	Y										
Rashelle Beasley	Staff	Y	Y	Y										

*Per the bylaws, "If any member of the Board, other than the City Manager or County Administrator, misses two (2) consecutive meetings of the Board, or a total of three (3) meetings of the Board during any fiscal year, he/she is automatically removed from the Board. Such removal will be part of the Board's minutes."*

<b>Item</b>	<b>Discussion</b>	<b>Action</b>	<b>Results/Follow-up</b>
Meeting 3:02pm	Barry Brooks, City of Albany Guest		
Approval of Minutes	Tommy asked for motion to approve the minutes.	Jaye moved to approve the minutes as submitted; Jackie second. Motion carried unanimously	
Financials	Rashelle reviewed the financials.		
Tourism Research Study	Shannon Gray partnering with hoteliers to finish visitor intercept study, as well as complete several hotel surveys		

Hotel/Motel Tax Collections Update	Rashelle updated the board on City's current hotel/motel tax collections.		
Fall Promotion	37 out 60 promotional bags have been given out		
<b>New Business</b>			
December Promotion	Will be the same as fall, but will include holiday events		
Annual Audit	Letter of intent signed, and audit should be done December		
Georgia's Trending Numbers	YTD GA Occupancy 48% ADR \$87.06 RevPar \$41.83 YTD ABY Occupancy 57.9% ADR \$79.75 RevPar \$46.18		
Marathon Plans	Marathon plans are moving forward, working with consultant and event staff to design safe, socially distanced event.		
Bandwango	Rashelle explained New marketing platform designed to drive business to local shops, restaurants, and attractions.		Will present more info in Jan.
Advance Travel and Tourism	Rashelle recommended using this new digital marketing partner to increase our SEO, paid social, digital content and display ads, instead of our current agency STAMP. The budget would be the same.	Tammy motioned to approve Rashelle entering into a contract with Advance Travel and Tourism. Jackie seconded. Unanimously passed.	
Executive Directors Report	Rashelle updated the board on staff and Welcome Center Hours.		
Future Agenda Items	None		
Adjournment	Meeting adjourned 3:45pm Next meeting January 15, 2021 at 3:00PM		

Respectfully submitted by: \_\_\_\_\_

Date: \_\_\_\_\_