

Albany Convention and Visitors Bureau, Inc.

Board of Directors

July 29, 2021

3:00 p.m.

112 N. Front Street, Albany GA 31701 Hybrid meeting

Member Attendance

Name	Term Ends	7.29.21	9.16.21	11.18.21	1.20.22	3.17.22	5.19.22	6.16.22						
Morgan Burnette	6/30/23	Y												
Linda Davis	6/30/22	Y												
Open	6/30/24													
Tommy Gregors	6/30/24	Y												
Jim Hendricks	6/30/23	Y												
Nicole Williams	6/30/24	Y												
Jaye Lomax	6/30/23	Y												
Josh Small	6/30/22	Y												
Mike McCoy	n/a	Y												
Steven Carter	n/a	Y												
Juwan Wilson	6/30/22	Y												
Rashelle Minix	Staff	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."

Item		Action	Results/Follow-up
Meeting 3:06pm			
Approval of Minutes	Tommy asked for motion to approve the minutes.	Morgan moved to approve the minutes as submitted; Jim second. Motion carried unanimously	
Financials	Rashelle reviewed the financials.	No action required	
Wayfinding Signage	Rashelle updated IMG and SkyDesign will have weekly meetings to stay on top of the project. We need to engage engineering to help with permitting.		

Tourism Research Study	Intercept studies and hotel surveys are all completed, they analyze and compile the data, then schedule a presentation meeting.		
State Tourism Marketing Grant	Received \$36,000 Marketing Grant, money has to be spent by 12/31/21.		
SNICKERS® Marathon and half marathon	Registration is now open, all deferred runners have been imported into the 2022 race we currently have almost 900 runners. New route will be certified prior to the race.		
New Business			
Board Members	Still need board member from the Sports category		
Board officers	Elect new officers Chair Vice Chair Secretary/Treasure	Tommy volunteered to serve as Secretary/Treasure. Tommy nominated Morgan Burnette, Chair; Juwan Wilson, Vice Chair, Nominations were closed Linda motioned to approve the slate of officers presented and Jaye Lomax second. Motion carried unanimously.	
Capital Fund Account	Tommy explained the need for a capital fund to replace large improvements and purchases. We would use the surplus funds for these purposes, instead of taking money from the operational budget.		
Executive Directors Report	Rashelle reviewed the Scavenger Hunt promotion, Art Edition in October, reviewed the new STR, which includes 6 city market segment and where we stand. Hosting Black Travel in Tourism, reviewed AirDNA reporting and asked board approval to purchase a one year subscription to track our short-term rentals.	Stephen motioned to approve the purchase AirDNA subscription, Nicole seconded the motion. Motion carried unanimously.	

Future Agenda Items			
Adjournment	Meeting adjourned 3:48pm Next meeting September 16, 2021 at 3:00PM		

Respectfully submitted by: _____

Date: _____