

Board Meeting		
Thursday, July 13, 2017	12:00PM	Chamber Office – 404 Hwy 80 West
Meeting Called to Order	Adam Bridges, President	
Type of meeting	Board of Directors Regular Meeting	
Facilitator	Adam Bridges	
Note taker	Susan Eiseman	
Attendees	Adam Bridges, Jabron Webster, Marcus McBride, James Sullivan, Veronica Voisine, Maurice Jackson, Daniel Cloutier, Richard Weaver	
Excused	Steve Cannavaro, Becca Iwanski, Marty Jones, Steve Larson, Whitney Ray,	
Staff	Pam Southard, Susan Eiseman, Jane Grismer	
Guests		

**A. Call to Order**

Adam Bridges called the meeting to order at 12:03 PM and noted that we have a few people out but confirmed we have a quorum.

Adam Bridges: Regarding Board Members who have not met requirements, we have 2; Whitney Ray and Steve Larson. The Board can vote to keep them or let the By-Laws run the course. Whitney Ray had surgery after breaking her foot and not being able to be out and about. Pam Southard: She did tell me right away, she would be out for several meetings. I did see her last week and she said her first day back to work would be Wednesday prior to the BOD Meeting and if everything at work was ok, she was planning on being here. Adam Bridges: I think there were extenuating circumstances, can I have a **motion** to vote to keep Whitney on the Board? Marcus McBride: I **motion** that we vote to keep Whitney Ray on the Board. Jabron Webster: Second. Adam Bridges: **Motion** carried. Now Steve Larson. Marcus McBride: What were / are his reasons for missing the meetings? Pam Southard: Two were without reason and one was to visit his Mother who is in ill health or death of his grandmother. Richard Weaver: It's tough, sometimes I must jump through hoops to be here so I understand, but it is the By-Laws, perhaps we go one more. Marcus McBride: Why don't we call and feel Steve out? Adam Bridges: Can I have a **motion**, (I can contact him)? Richard Weaver: I **motion** to reach out to Steve Larson and see what his intentions are, what his commitment is. Marcus McBride: Second. Adam Bridges: **Motion** carried. James Sullivan: Need a **motion** to forgo the 3-strike rule required in the By-Laws until we have a report back from Adam at the next meeting. Richard Weaver: and forgo the 3-strike rule in the By-Laws, because 1 meeting was missed due to personal / family health matter. Jabron Webster: **Motion** to forgo 3 strike rule due to family health. Richard Weaver: Second. Adam Bridges: **Motion** carried.

**B. Approve Minutes of June Board Meeting**

Adam Bridges: May I have a **motion** to approve June Minutes? Maurice Jackson: **Motion** to approve June Minutes. Veronica Voisine: Second. Adam Bridges: **Motion** carried. Adam Bridges: Amend the **motion** to include the date of June 8<sup>th</sup>, mistakenly left off the minutes. Marcus McBride: **Motion** to

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amend to include the date of June 8<sup>th</sup>. Maurice Jackson: Second. Adam Bridges: Unanimous vote, **Motion** carried.

### C. Financials

**Profit and Loss – Tourism – June 2017 – 1<sup>st</sup> Draft**  
**Profit and Loss – Chamber – June 2017 – 1<sup>st</sup> Draft**  
**Statement of Financial Position – June 2017 – 1<sup>st</sup> Draft**  
**Statement of Activities – June 2017 – 1<sup>st</sup> Draft**  
**Advertising Report – June 2017**  
**Events Evaluation – 2<sup>nd</sup> Quarter / 2017**

**Profit and Loss – Tourism – April 2017 – 2<sup>nd</sup> Draft**  
**Profit and Loss – Chamber – April 2017 – 2<sup>nd</sup> Draft**  
**Statement of Financial Position – April 2017 – 2<sup>nd</sup> Draft**  
**Statement of Activities – April 2017 – 2<sup>nd</sup> Draft**

Marcus McBride: Profit & Loss - Tourism; we took in \$40, 636 and we spent \$37, 279, with a net of \$3357. First time in a positive position. Veronica Voisine: Will we go over in print advertising? Marcus McBride: Any major ads left to come? Pam Southard: Well these are all for events and we have 4 or 5 to go. Economic Outlook will need 1 or 2 more as opposed to Sip and Savor which needed many. Marcus McBride: We will monitor and we are ok as compared to last year this time. Pam Southard: We have also cut back on out of the area ads which have proven to be ineffective. Marcus McBride: Profit & Loss – Chamber, Strong Membership; \$20,447, second highest YTD. Could Kim give a breakdown of new and renew? Pam Southard: We could, but the total would be the same, so membership is membership. There is no cost difference in membership vs. renewal. Marcus McBride: We broke even in June. Statement of Financial Position; Cash is \$46K, AR is \$78K, Total Assets are \$140K and AP is \$9,334, Total Liabilities are \$12,689, Total Liabilities and Net Assets is \$140K. Statement of Activities; Total Income \$368K, last year was \$325K, so up \$45K. Second Quarter Events Evaluation; I think this is self-explanatory. Richard Weaver: Sip and Savor lost \$9000? Pam Southard: Don't be shocked, it's only the 2<sup>nd</sup> year and we did double attendance, there were added expenses. People enjoyed it so much they want it twice a year. It will build like Taste of Pooler. Richard Weaver: You can't compare Taste of Pooler Profitability and Sip and Savor. Number of people? Pam Southard: Last year 120 this year probably 300. Maurice Jackson: Food was the biggest expense. Pam Southard: We need sponsorships. Richard Weaver: I am not hunting, just being accountable, this is a red flag. Daniel Cloutier: Was it business owners who want it 2x / year? They should step out. Pam Southard: Taste of Pooler has been here 6 years now – the first 3 or 4 years we lost money. Marcus McBride: Regarding the Advertising Report...Expenses were \$146K, (last year \$138K) so we are on track. Second Draft of April P&L Tourism, we took in \$40K, Spent \$44K for a Net of -\$4039. P&L Chamber, we took in \$18K and spent \$9840 for a Net of \$8708. Statement of Activity – 2<sup>nd</sup> Draft, Income was \$119K and Expenses were \$72K with Net Assets of \$80K. We had a carryover which we are eating into, so it is a good thing we had it. Richard

Weaver: Still eating into it? Marcus McBride: No the bleed has stopped. We need to keep that \$60,000K cushion of 2 months operating costs.

A lengthy discussion of earmarking and transferring funds ensued with the resulting **Motion**...Richard Weaver: I **motion** we allocate \$23,000 to hold in Tourism Account to be determined how to spend it. (\*Minutes Note per request of James Sullivan, these funds are carried over from 2016). Daniel Cloutier: Won't it happen next year? Adam Bridges: We will do quarterly. Jabron Webster: Second. Adam Bridges: **Motion** Carried.

#### **D. New Business**

##### **1. Introduction of Jane Grismer**

Pam Southard: I would like to introduce Jane Grismer, our new Director of Community Development. I know Jane from when we had our office at the Mighty Eighth and Jane worked for the Museum. Jane brings many talents with her, in Marketing, Fund raising and PR, she is deeply involved in Tunnels to Towers and lives here in Pooler. Jane Grismer: I have lived in the area for 20 years and in Pooler since 2015 and I am very gung ho about Pooler. My background is in PR and Advertising. I worked as a contractor for the Dept. of Defense most recently. If you google Pooler, nothing or very little comes up. I came and spoke to Pam and I love revitalization of cities, I love seeing Pooler changes. I am working on developing followers on social media and I will be using the phrase "Poolerizing" as I take pictures with the new camera and post them. Pam Southard: And look at what Jane has developed and we have ordered...(shows mockup of new PLR euro). Jane Grismer: I am happy to be here!

##### **2. Purchase of House on Highway 80**

Pam Southard: After a conversation in Greenville with Mayor Lamb and Robbie Byrd regarding the "oldest house in Pooler" (big white house with columns on Highway 80 East), the City has purchased that house with plans to renovate it for us (the Chamber) to move into. Hopefully next September. Adam Bridges: And our lease is up in March? Pam Southard: Yes, but I believe we can give 60 days' notice to vacate. Marcus McBride: Or maybe renegotiate for a six months extension. Pam Southard: There will be space upstairs which we could rent out.

##### **3. Economic Outlook**

Pam Southard: The date is August 17<sup>th</sup> and it will be at Savannah Quarters. And we owe thanks to Marcus for Queensborough National Bank as Top Sponsor.

##### **4. Kiosk at Visitors Center**

Pam Southard: You all got the quote for \$10K for the kiosk, well I did some research and found a 19" for \$6K. I am happy with this; the work can be done remotely if there are any problems. I have two more quotes coming. Hope to be up and running in 6 months. Richard Weaver: Try getting quotes on 32".

##### **5. Reminder to all re missed Board Meetings**

Adam Bridges: As mentioned earlier, just a reminder that any Board Member who misses more than 3 consecutive meetings will be released.

##### **6. Executive Session**

Adam Bridges: Can I have a **motion** to go into Executive session without staff. Marcus McBride: I **motion** to go into Executive Session without staff. Veronica Voisine: Second. Adam Bridges: **Motion** carried.

(\*Minutes Note per request of James Sullivan, the Executive Session is regarding Personnel issues.)

1:10 PM Executive Session

1:30 PM Return to regular meeting

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Marcus McBride: I **motion** that we accept Kathy Smith's resignation and that we pay her a 2 week bonus. Richard Weaver: Second. Adam Bridges: Motion carried.

**E. Old Business**

**1. Sip and Savor Update / attendance**

Pam Southard: We have already covered this but I wanted to mention that I heard from WJCL that our "Click Through" was 123% higher than the national average. I also want to mention that I wish we had more attendance by Board Members and Ambassadors at Sip & Savor and Ribbon Cuttings. Veronica Voisine explains her absence and Richard Weaver: We are all doing more with less. I love the reminders by the way. Jabron Webster: Ambassadors always used to do more.

**2. Caboose-Visitors Center**

Pam Southard: We are ready to roll, have the permits, just need one more from Atlanta. It had to be re-painted and the decals are ready. City Hall is readying for a Grand Opening as well.

**F. Additional Comments**

Jabron Webster: for the Nominating Committee with Marty Jones, we have added Sue Maxwell and Ashley DuBois. If you, Adam, Richard, and Marcus, are wanting to come back please send me an email to confirm. James Sullivan: Should we add a roll call for attendance? Pam Southard: It is already recorded each month by Susan and listed on the minutes.

Adam Bridges: May I have a **motion** to adjourn? Richard Weaver: **Motion** to adjourn. Maurice Jackson: Second. Adam Bridges: **Motion** Carried.

Meeting adjourned 2:30 PM

Respectfully submitted  
Susan Eiseman  
Office Manager