

<b>Board Meeting</b>		
<b>Thursday, August 10, 2017</b>	<b>12:00PM</b>	<b>Chamber Office – 404 Hwy 80 West</b>
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, James Sullivan, Steve Larson, Jabron Webster, Marty Jones, Richard Weaver, Maurice Jackson, Whitney Ray, Veronica Voisine, Steve Canavaro,	
Excused	Daniel Cloutier, Becca Iwanski, Marcus McBride	
Staff	Jane Grismer, Susan Eiseman	
Guests	Sherlenia Daniels	

**A. Call to Order**

Adam Bridges called the meeting to order at 12:05 PM and noted that we have a couple of people out but confirmed we have a quorum.

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

Adam Bridges: May I have a **motion** to approve the July Minutes. Marty Jones: **Motion** to approve the July Minutes. Maurice Jackson: Second.

**C. Financials**

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

**Profit and Loss – Tourism – May 2017 – 2nd Draft**  
**Profit and Loss – Chamber – May 2017 – 2nd Draft**  
**Statement of Financial Position – May 2017 – 2nd Draft**  
**Statement of Activities – May 2017 – 2nd Draft**

**Profit and Loss – Tourism Budget Revision – August**  
**Profit and Loss – Chamber Budget Revision – August**

Adam Bridges: In Marcus's absence, I will go over financials. We have May second draft and there are no real changes to go over.

Moving to July Tourism; we had expenses of \$46,920 in Billboards and \$62,202 in Print, but the budget is \$90K there so we are in line. Veronica Voisine: Radio and TV, we are over budget, do we need to review? Adam Bridges: We will when we get to proposed revisions. On P & L Chamber we have Membership income of \$6250, we projected \$60,425 for the year so we are in line. Sip & Savor expenses of \$5254 were a little high. Richard Weaver: And Billboards are high? Adam Bridges: We will get to that in Revisions. Net \$4152.

**\*\*NOTE\*\*** Adam Bridges: We need to talk to Kim and find out where the \$30K from Tourism was put in.

James Sullivan: Yes, we need to show that and I don't see it. Veronica Voisine: Will that make the Chamber side a bigger loss? Adam Bridges: Regarding the Financial Position; we have \$\$30,732 in the account and receivables of \$77,757 with net assets of \$\$125,643. Regarding the Statement of Activities we have net assets of \$105,479, we were negative at the beginning and not in the plus side. Regarding the Advertising Report; for print YTD we are at \$65,79 with last month at \$12,654. Billboards YTD are \$70,750 with last month at \$10,200. Radio and TV YTD approximately \$21K and last month \$6K. Web site YTD \$13,137 and last month \$ 2068. Advertising – other YTD \$6850 and last month \$2068. Richard Weaver: What is the Caboose expenditure? Adam Bridges: Is it at the Visitor Center now? Marty Jones: No and the expense was that it needed to be repainted as it was out in the weather. Richard Weaver: What is the hold up? Susan Eiseman: We are waiting for one more permit. Richard Weaver: We do so much to please the City, what are we doing to please the hoteliers? We discussed this 4 month ago, I am now bored, we spend so much on the billboards, but what about the hoteliers who give the money? Steve Cannavaro: Perhaps we could call the Mayor to see if he could help to move it along? James Sullivan: Better to be safe if we have built it and do the right thing. Marty Jones: It has not been handled right, maybe Pam should have researched it more. James Sullivan: Is the Visitor's Center open? Richard Weaver: Oh yes, for about 4 months now. Steve Cannavaro: Who is in charge? I might have a contact in Atlanta through my company that might help us. Adam Bridges: I will get with Pam. James Sullivan: Pam needs to crack the whip. Richard Weaver: Pam may need assistance on this. Adam Bridges: Regarding the Events Evaluation; Sip & Savor had higher expenses, primarily food.

Adam Bridges: We have spoken about not raising the debt and staying at \$396K, and it may hit \$400 or \$414. We looked at every line. We took from Print to Billboards. We are not doing Chatham County Living, South Magazine, Spirit or SMN. Have to pay for the Billboards. We came up with 24K out of print in order to not go over \$396K. We need to stress ways to cut back. No more on Radio and TV, we took a big chunk out of print. We revise every 3 months, usually up, but this year we are being more responsible to stay at \$396K. We will meet again in September, and earmark another \$30K. It is good to change this around and Pam is under strict instructions to stay within budget. We will re-assess in October. Any Questions? Richard Weaver: Anything for Visitor's Center or just Caboose? Where is the caboose on the budget? James Sullivan: It was not counted on – it was a surprise, it will show up at year's end.

**D. New Business**

**1. New Decals**

Jane Grismer: I have brought out our new decals and magnets, please take one before you leave, they are selling very well. Susan Eiseman: About \$150.00 so far.

**2. Family Fall Festival**

Jane Grismer: We will host the Pooler Fall Festival and Marketplace on October 21<sup>st</sup> at the Pooler Stadium. It will be from 2:00 – 10:00 and we will have vendors, music, food and rides and end the day with a family movie. We will be charging admission and are looking for sponsors. There will be a \$200.00 Vendor Fee.

**3. Information from Board Member**

Maurice Jackson: I may miss some Board Meetings coming up, I will be in Daytona the next 12 – 16 weeks. This is a long term investment in my future. I will be here as much as possible but may miss some meetings. Richard Weaver: Can you share? Maurice Jackson: Not yet. Adam Bridges: Per the By-Laws if more than 3 meetings are missed, we will deal with it. Whitney will fill in on Nominating Committee if Maurice is out.

**E. Old Business**

**1. Economic Outlook**

Susan Eiseman: This is next Thursday, the 17<sup>th</sup> at 11:30 at Savannah Quarters. We are at about 100 registrations, most of which are prepaid, and the max we can take is 125. Is anyone else from the Board planning on coming?

Richard Weaver: 1

Adam Bridges : 2

Jabron Webster: 1

**2. Kiosk Pricing**

Maurice Jackson: We need the larger TV, 42", so this is \$11K+, the touch screen being the big increase. Adam Bridges: With the bigger screen, Pam mentioned that we would get more money from advertisers. Steve Cannavaro: Is there a projected budget for projected advertising dollars? Adam Bridges: Is there a one-time set up fee? James Sullivan: Is the \$710 ongoing? We have \$4K left in advertising out of the \$10K allocation, we have spent \$6 or \$7, that leaves \$3K, we need another \$8K, maybe more. How does the video fit into this? Maurice Jackson: The video will play until the screen is touched. James Sullivan: \$30K is somewhere that we moved last month for Tourism. Adam Bridges: So we need \$7 or \$8K, or total \$20K. Richard Weaver: It will be more, it always is. Sorry but about the billboards, they do benefit many, but not hotels. I do see things happening for this though; the Visitor's Center and the kiosk. While she probably could have used assistance on this, there is not a more hard working and dedicated person than Pam. Steve Cannavaro: Pooler is a great stop off place. Richard Weaver: And this helps us all. There will be another Visitor's Center on the GA/FL line. James Sullivan: We might should move more than \$10K. Adam Bridges: May I have a **motion** for an additional \$10K allocation to the project. Jabron Webster: I **motion** that we allocate an additional \$10K to the Visitor's Center project. Marty Jones: Second. **Motion** carried.

F. Additional Comments

Susan Eiseman introduces Jane Grismer, New Director of Community Relations and Sherlenia Daniels, our new Part Time / On Call person helping with projects.

Steve Larson: I apologize for missing meetings, I have a lot going on. Because of this I am not going to re-run. I would like to stay active with the Chamber, but cannot at this time give 100% and I would want to. I appreciate your patience.

Richard Weaver: I know this time we give here is a personal challenge for us all. I hope Pam, and the staff know they are appreciated.

Whitney Ray: Thank you all for your cards and flowers and thoughts as I went through my recovery. It was so appreciated and I am glad to be back, even with this boot on my foot!

Adam Bridges: May I have a motion to adjourn? Richard Weaver: I motion to adjourn. Veronica Voisine: Second. Adam Bridges: Motion Carried, meeting adjourned. 1:02 PM.

Respectfully submitted  
Susan Eiseman  
Office Manager