

Thomasville Tourism Commission Minutes
Tuesday, January 25th, 2022 8:30 AM
Ballpark Road Community Center

Present: Christy Jones, Gloria Brinkley, Tim Simpson, Tommy Ballard, Leslie Watts, Payton Williams, and Cameron Marsden

Absent: Justin Finch, Rita Jupin, JJ Ring, Dana Lomba

Call to order:

Christy called the meeting of the Thomasville Tourism Commission to order at 8:40 am

Adopt Agenda:

Tommy made motion to adopt the agenda as presented. Payton seconded. Motion passed unanimously

Public Comments:

None

Approval of Minutes:

Payton made a motion to approve the minutes from the November meeting, seconded by Tommy. Motion passed unanimously.

Financials:

Financial sheets were distributed reporting checking account balance - \$186,056.05, money market balance - \$12463.33 and CD balance - \$52,138.25. Tommy reported that we are due to receive the next occupancy tax payment from city before our February meeting. Tommy notes we have made some money in special events, but that he does not think it is worth Tourism's staff time and efforts to continue the parade. Cameron added that it is very stressful and time consuming for Tourism to run the parade, mainly the registrations. Tommy made motion to approve financials as presented. Leslie seconded. Motion passed unanimously. Cameron thanked Tommy for all of his accounting efforts and being so generous to Tourism with his time.

Director's Report/Marketing Report:

Complete reports attached. Cameron said marketing efforts are going well. Increased foot traffic in the Depot. Marketing efforts are generating results. In negotiations for designers for website revamp. Need more user friendly version. Working on updating all Civil War Trails signs and moving the one from the tunnel to clocktower area (consulting the City and Beautification). Two wonderful volunteers at the Depot, Donna and Cheryle. Cameron noted that Rita will be rolling off the board in March and asked the board to think of anyone to recommend to replace her.

Visitors Guide:

Cameron said they are working to update the guide. The new guide will be for 2022-2024. Encouraged board members to advertise and help to connect Tourism with those that may want to advertise in the Visitors Guide. Deadline for advertising is March 1st.

Calendars:

Calendars are the same images as last year, but updated for this year. \$5.00 for sale in the Depot and at Mikes Trains.

Hotel Inquiry Update:

The City has approved the inquiry through Martin Starnes. Tourism selected the Quality Inn hotel to begin with as the owner also owns another hotel in Thomasville. Cameron has asked Michael Brandt, City Manager, to accompany her today for a meeting with the hotel owner to go over the requested materials from the CPA firm.

Hotel Study:

They study proved a hotel would be viable and profitable in Thomasville. Cameron encouraged the board to be a champion within the community. To use their network to get the word out about the study. Cameron requested that Payton also keep it on the City's radar and keep it moving forward.

Window Decorating Contest:

Cameron reported that this was a huge success. Almost 20 businesses participated. There was a lot of great feedback. It is an easier project for tourism that gains a lot of engagement. Winners were happy and our own board member Leslie Watts building tied for second place thanks to her daughters artistic efforts. Cameron noted the only thing that we might could improve on is finding a sponsor that could increase the prize money for next year. Thank you to board member, Tim Simpson, who created a beautiful video of all of the windows in the contest.

Adjournment:

Tim made a motion to adjourn. Christy seconded. Motion passed unanimously.