

**CLAYTON COUNTY TOURISM AUTHORITY  
BOARD MEETING  
THURSDAY, OCTOBER 12, 2023**

**MINUTES**

**I. CALL TO ORDER:**

Chairman Damon T. Williams called the meeting to order at 4:03 p.m. Beth Bailey conducted the roll call.

**II. ROLL CALL:**

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>
Damon T. Williams	Chairman	Present
Miyoshi Bourget	Board Member	Present
Lynda Browning	Vice Chair	Present
Myla Chapman	Board Member	Present via Zoom
Tonya Clarke	Board Member	Absent
Germain Duncan	Board Member	Present
Gabe Johnson	Board Member	Absent

Staff: Tamara Patridge, Executive Director; Beth Bailey, Finance & Administration Manager  
Presenters: Dan Soles, Fulton & Kozak; Jean-Pierre Bourget, ECU Consulting Group

**III. ADOPTION OF AGENDA/CONSENT AGENDA**

**CONSENT AGENDA**

**MINUTES**

1. August 2023

**FINANCIAL REPORT**

1. July and August 2023
  - a. Tourism Authority
  - b. Convention & Visitors Bureau

**END OF CONSENT AGENDA**

Motion to approve, Miyoshi Bourget; second, Lynda Browning. Unanimous approval.

**IV. NEW BUSINESS**

1. FY22 Audit Report
  - a. Ms. Patridge introduced Dan Soles, CPA, Fulton & Kozak to present the FY22 Convention & Visitors Bureau annual audit.

- b. Mr. Soles stated that the CVB's financial position for FY22 had not changed significantly from the previous year's audit.
  - c. Mr. Soles guided the board members to page 2, second paragraph, to the clean opinion which indicates there were no issues found and as the auditor he had no concerns.
  - d. Mr. Soles directed the board to the financial position and balance sheets. He noted a significant increase in cash of \$269,000.00 which he attributed to an increase in net assets. This was due to an increase in assets from the previous year, and donations without donor restrictions.
  - e. Mr. Soles pointed out the profit & loss sheet. He noted that the contract revenue remained consistent. Film fees and gift shop sales increased for the year. He noted that film fees will fluctuate each year based on filming activity conducted by the film office. Total revenues increased \$23,000.00 and expenses decreased \$28,000.00 compared to the previous year.
  - f. Mr. Soles stated his official opinion, as CPA, is that the Convention & Visitors Bureau is in "fantastic" financial shape.
  - g. Ms. Patridge thanked Mr. Soles for his time during the audit and for his presentation to the board. She thanked Ms. Bailey for doing an incredible job as Finance Manager. Chairman Williams and the board added their appreciation.
2. Gone With the Wind Contract Proposal
    - a. Chairman Williams introduced Jean-Pierre Bourget of EKU Consulting Group, LLC, to present to the board.
    - b. Mr. Bourget mentioned that he had previously given his presentation to Executive Director, Tamara Patridge and Finance & Administration Manager, Beth Bailey.
    - c. Mr. Bourget explained that he had met with Ms. Patridge earlier in the year and learned of her plans to expand the exhibits on Hattie McDaniel and Butterfly McQueen.
    - d. Chairman Williams asked Mr. Bourget how much his proposed project would cost. Mr. Bourget said the project would cost between \$95,000.00 to \$250,000.00, but closer to \$250,000.00.
    - e. Member Duncan stated that she noticed the presenter, Mr. Jean-Pierre Bourget and board member Ms. Miyoshi Bourget had the same last name and inquired if they were related. Ms. Bourget informed Ms. Duncan that the presenter was, in fact, her son.
    - f. Chairman Williams and Vice Chair Browning both thanked Mr. Bourget for taking the time to present.
  3. Georgia Tourism Impact Report
    - a. Ms. Patridge reported on the latest tourism impact figures produced by Symphony Tourism Economics for the Georgia Department of Economic Development Tourism Division. Clayton County realized an increase of 10% in visitor spending in 2022 which translated in dollars to \$645.3 million in total visitor spending. Our visitors generated \$44 million in state and local taxes which is equivalent to \$425 in tax savings for every Clayton County household. The increase is attributed to having an entire year of relaxed restrictions on travel from the pandemic and the

accessibility of vaccinations worldwide. It is important to note that visitor spending not only gained ground on its pre-pandemic 2019 high but exceeded it.

- b. Ms. Patridge expressed her appreciation for acknowledgement from community leaders and partners for the work the Tourism Authority is doing. Member Browning asked if we would be sharing this information with County leadership. Ms. Patridge informed that all State Representatives and State Senators received the information directly from the State Tourism Office, and that County Commissioners received the same information.

## **V. OLD BUSINESS**

### **1. Clayton County Restaurant Week Update**

- a. Ms. Patridge reported on Clayton County Restaurant Week, October 16-22, 2023. 40 Clayton County restaurants signed up as participants. Staff made in-person visits to encourage sign ups, deliver marketing decals, and yard signs indicating their participation. Postcards promoting the event to the public were distributed to State and Regional Visitors Centers, Clayton County Senior Centers and Recreation Centers, Commissioners Office, City Halls, and other public locations. An electronic version of the flyer was sent to all Commissioners and their constituent aides for inclusion in their weekly e-newsletters. Ms. Patridge shared that there will be an active social media presence and encouraged the board members to patronize the participating restaurants, share photos on their own social media, and use hashtag #DineInClayCo to help promote the event. Ms. Duncan remarked she had seen promotions of the event on TikTok. Ms. Patridge replied that the restaurants are actively promoting the event on their social media channels. Ms. Patridge reported staff would follow up with all participating restaurants for feedback.

## **VI. PUBLIC COMMENT AND GENERAL DISCUSSION**

1. Two attendees signed up for public comment: Jean-Claude Bourget and Lisa Stanley.

## **VII. EXECUTIVE SESSION**

No matters of real estate, legal, or personnel for discussion.

## **VIII. MOTION TO ADJOURN**

1. Motion Miyoshi Bourget; second Lynda Browning; unanimous approval.
2. Meeting ended at 6:11 p.m.