

# Clayton County Tourism Authority Board of Directors Meeting

March 13, 2018

Arts Clayton

136 South Main St.

Jonesboro, GA 30236

**Call to Order:** Chairman Linda Crissey called the meeting to order at 4:01 p.m. Members present: Linda Crissy, Gabe Johnson, Emma Godbee, Damon Williams and Gina McComb. Members Absent: Sherry Hancock and Bryan Holmes. Staff: Frenda Turner, Beth Bailey. Guest: Jeff Turner Clayton County Commission Chairman, Ricky Clark City Administrator City of Jonesboro, San Soles of Fulton & Kozak CPA and Chuck Reed, Attorney with Freeman Mathis & Gary.

## ❖ Jonesboro DMO Presentation

- Ricky Clark stated the city had presented the Tourism Authority an agreement to have the CVB to be DMO for the City of Jonesboro.
- Mr. Clark stated the agreement was to represent the City and Historical Jonesboro.
- Gabe Johnson made a motion that Chuck Reed, Linda Crissey, Frenda Turner and Emma Godbee meet with City of Jonesboro representative to negotiate the agreement and report back to Tourism Authority Board.
- Second by Damon Williams
- Approved unanimously

## ❖ Magazine AD

- Chairman Jeff Turner stated he had met with representative of Capital Analytics Associates that produces the Focus Atlanta Magazine.
- Focus Atlanta is doing a chapter in the magazine on Clayton County.
- The County is placing an ad which cost \$23,000.00 and Chairman Turner requested \$10,000.00 from the Tourism Authority.
- Tourism is to be a component of the chapter and has a distribution of 300,000 copies.
- The Tourism Authority board is to consider the ad and vote at the April meeting.

## ❖ CVB Report

- Beth Bailey reported on Sales & Promotion
- Danielle Conroy reported on Marketing & Communications.
- Beth Bailey reported on Retail Sales Operation.
- Tangie Carter reported on Outreach Development.
- Reports attached to file.

## ❖ Audit

- Dan Soles of Fulton & Kozak CPA reported the FY16 audit had been completed and the CVB has maintained accurate records and there were no problems.
- Mr. Soles detailed the audit and asked if there were any questions from board members.
- Gabe Johnson made a motion to accept the audit as presented.
- Emma Godbee seconded the motion.
- Approved unanimously

## ❖ Minutes

- Minutes held over until April Meeting

## ❖ Financial

- Frenda Turner presented the TA & CVB financial reports for January
- Emma Godbee made a motion to accept the financial report for January
- Second by Damon Williams

- Approved unanimously
- Financial report attached to file

❖ **Old Business**

❖ **New Business**

- Linda Crissey stated Arts Clayton is having a reception on April 20<sup>th</sup> to celebrate the opening of a Japanese Exhibit
- The Japanese Consulate is supporting the exhibit and will be in attendance.
- She invited all Tourism Authority board members.

❖ **For the Good of the Order**

❖ **Adjourn**

- Damon Williams made a motion to adjourn.
- Gabe Johnson seconded
- Approved 5.50 p.m.