

**CLAYTON COUNTY TOURISM AUTHORITY
BOARD MEETING
THURSDAY, JUNE 9, 2022**

MINUTES

I. CALL TO ORDER:

Chairman Damon T. Williams called the meeting to order at 5:39 p.m. Beth Bailey conducted the roll call.

II. ROLL CALL:

Attendee Name	Title	Status
Damon T. Williams	Chairman	Present
Miyoshi Bourget	Board Member	Present via Zoom
Lynda Browning	Vice Chair	Present via Zoom
Myla Chapman	Board Member	Present
Tonya Clarke	Board Member	Present via Zoom
Gabe Johnson	Board Member	Present via Zoom
Bud Smith	Board Member	Absent

Staff: Tamara Patridge, Executive Director; Beth Bailey, Special Projects Manager/Interim Finance Manager

III. ADOPTION OF AGENDA/CONSENT AGENDA

CONSENT AGENDA

MINUTES

1. April 2022

FINANCIAL REPORT

1. March and April 2022
 - a. Tourism Authority
 - b. Convention & Visitors Bureau

END OF CONSENT AGENDA

Motion to approve, Gabe Johnson; second, Myla Chapman. Unanimous approval.

IV. NEW BUSINESS

1. FY22 Grant Awards

- a. Motion to approve grant recipients/distributions per discussion, review, and approval in working session. Motion to approve, Myla Chapman; second, Lynda Browning. Unanimous approval.
2. FY22 Tourism Authority Final Expenditures
 - a. Ms. Patridge reported there are funds remaining in the Tourism Authority's FY22 budget. She requested that the funds be used for safety repairs at the Visitors Center. The repairs would correct rotting wood and falling debris on the south end of the train depot. The cost for the repair is \$6,239.89. She reported severe deterioration on the east side of the building including windowsills in need of repair and painting. The south and east sides of the train depot would need to be repainted following the repairs of all the wooden elements, to include windows, soffit, and support beams. The cost for the east side repairs and painting of all wooden elements is \$4,213.58. The Museum portion of the depot utilizes two air conditioning units and one of them has stopped cooling the area. The cost for replacing the air conditioning unit is \$8,739.00. The total cost for all three repairs is \$19,192.47.
 - b. Motion to approve the repair expenditures as detailed. Motion to approve, Miyoshi Bourget; second Myla Chapman. Unanimous approval.
3. FY23 Budget
 - a. Ms. Patridge presented the FY23 budgets for the Clayton County Tourism Authority and Convention & Visitors Bureau.
 - b. Ms. Patridge noted the line item differences between the FY22 and FY23 Tourism Authority's budgets.
 - i. Janitorial increased by \$800 due to additional real estate.
 - ii. Director's Insurance increased by \$214 due to overall insurance industry increase.
 - iii. Property and Contents Insurance increased by \$6,860 due to additional real estate and overall insurance industry increase.
 - iv. Visitors Center/Museum Repairs & Maintenance increased by \$2,500 due to issues related to maintaining historic building.
 - v. New Tourism Product Development & Programming increased by \$14,000 for creation of new tourism products and programming.
 - vi. Pest Control increased by \$450 due to additional real estate.
 - vii. Storage costs is new line item in the amount of \$4,000 due to requirement under contract for Bridges collection.
 - viii. Road To Tara Museum exhibit update is new line item in the amount of \$100,000 to add interactive exhibits and expansion of African American Film Actors experience.
 - ix. Other contracts increased by \$21,086 for product development, marketing, sponsorships, and other needs of the Authority throughout the year.
 - x. Advertising increased by \$23,000 for purposeful marketing to drive market to encourage overnight hotel stays for increased hotel/motel tax collections.

- c. Member Bourget asked if the rotating exhibit space in the museum could be used for exhibits not related to Gone With the Wind. Ms. Patridge replied that the space could be used for subjects other than Gone With the Wind. Future discussion on possible subjects were on the schedule for the coming fiscal year.
- d. Chairman Williams asked if the existing space could be expanded. Ms. Patridge explained the train depot was landlocked due to its location and proximity to the Norfolk Southern train tracks, and the streets immediately surrounding the budling.
- e. Ms. Patridge informed the board that she has finalized her operations budget in a manner that will allow her to complete the projects and objectives of the CVB with no request at this time for an increase in CVB funding for FY23.
- f. Motion to approve the FY23 budget as presented. Motion to approve Myla Chapman; second Gabe Johnson. Unanimous approval.

V. OLD BUSINESS

No old business.

VI. PUBLIC COMMENT AND GENERAL DISCUSSION

No public comments.

VII. EXECUTIVE SESSION

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

VIII. MOTION TO ADJOURN

1. Motion Myla Chapman; second Gabe Johnson; unanimous approval.
2. Meeting ended at 6:06 p.m.