



BOARD OF COMMISSIONERS MEETING
Wednesday, October 16, 2024

Commissioners Present: Lauren Becker, Chair; Jamie Waters, Vice Chair; Amy Bryan, Sherricka Day, Dan Gilbert, Pace Halter, Michelle Spivey, and Mayor Skip Henderson

Commissioners Absent: Miles Greathouse, Secretary/Treasurer; and Peter Jones

Staff Present: Peter Bowden, Shelby Guest, Kim Gonzalez, Ashley Woitena, and Joel Slocumb

Call to OrderLauren Becker

- The October 2024 meeting was called to order at 4:01pm.

Secretary Treasurer ReportJamie Waters

- Jamie Waters presented the consent agenda that included the minutes for the September 2024 meeting and financials for September 2024. He asked if there were any questions or discussion. There being none, a motion was made by Michelle Spivey to approve the consent agenda, seconded by Dan Gilbert. A vote was taken, and the motion was approved.

Chair Report.....Lauren Becker

- Ms. Becker gave a search committee update discussing Phase 1 with the Chason Group. The position for a CEO replacement has been posted and a press release has been made.

President’s Report.....Staff

- Staff presented FY 2024 Year End Report.
 - Shelby Guest discussed marketing and advertising impact and return on investment across media channels both traditional (print) and social/digital.
 - Ashley Woitena reviewed sales activity, going over key performance indicators, travel, leads generated, definite, tentative business, and outlook for FY 2025.
 - Joel Slocumb walked the Board through various film related activity for the fiscal year, travel, and partnerships, legislative initiatives, etc. Mr. Slocumb then discussed the importance and progress of the Pop-Up Visitors and how it is being utilized as an intercept resource for visitors.
 - There was brief discussion from the Board about the various reports to include information about how the reports compared to prior years.
- **Adjournment.....Lauren Becker**
 - With no further business, Ms. Becker adjourned the meeting at 5:06pm.