

McDonough Hospitality & Tourism Board, Inc.

BOARD MEETING MINUTES

Wednesday, June 19, 2024

8 Jonesboro Street

McDonough, GA 30253

- I. Call to Order - 9:12am
- II. Attendance
PRESENT: Katy Bell, Vince Locke, Lee Freeman, Mike Warren, Shane Preston, Jim Joyce, Ansley Glenn
GUESTS: Tina Joyce
ABSENT: Shasona Cassells, Patti Daniels
- III. Approval of Agenda - June 19, 2024 - Lee / *Shane (all in favor)*
- IV. Approval of Minutes - May 15, 2024 - corrections made - *Lee / Shane (all in favor)*
- V. Review of Financials
 - o FY 2024-25 Tourism Budget approved - *Shane / Vince (all in favor)*
- VI. Chair Report
 - o Board to provide recommendations for Tourism Director candidates and interviews to be scheduled in July
- VII. Old Business
 - o Collaborative/Partnership Advertising limits set for requests going forward:
 1. Calculated based on hotel room nights filled at \$40 per hotel room night.
 2. Maximum of \$10,000 per event/request, if Board approves.
- VIII. New Business
 - o Miss GA USA Pageant - post event follow up discussion, not as many hotel rooms used. This event will be capped at the \$10,000 maximum Collaborative Advertising, for any future events, if they meet the requirements.
 - o 3rd Annual Georgia Gospel Music Festival, November 8-9, 2024 - to receive maximum Collaborative Advertising of \$10,000 - *Vince / Shane (all in favor)*
 - o Heritage Veterans Museum - to receive maximum Collaborative Advertising of \$10,000 for Hummer vehicle wrapped for mobile museum - *Vince / Shane (all in favor)*
- IX. Board Member Comments
 - o Discussed options for sharing information w/ hotel guests and what would be helpful tools
- X. Announcements
 - o Next Board Meeting - Wednesday, July 17, 2024
 - o Georgia Governor's Tourism Conference - September 15-17, 2024 in Atlanta
- XI. Adjourn - 10:11am