

Clayton County Tourism Authority
Board of Directors Meeting
May 10, 2016 – 4:00 p.m.
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, Emma Godbee, Sherry Hancock, Damon Williams & Cindy Kelley. Member absent: Dr. Darryal McCullough. Staff: Frenda Turner, Julie Bustamante, Beth Bailey, Danielle Conroy and Tangie Carter. Guest Jack Hancock of Freeman Mathis & Gary LLP, Attorney at Law.

❖ **CVB Report**

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

❖ **Minutes**

- Emma Godbee made a motion to accept the minutes as written.
- Second by Sherry Hancock
- Approved unanimously
- Minutes attached to file

❖ **Financial**

- Frenda Turner presented the TA & CVB financial reports for February
- Sherry Hancock made a motion to accept the financial report for February as presented.
- Second by Emma Godbee
- Approved unanimously
- Financial report attached to file

❖ **Old Business**

- *Bridges Contract*
- Jack Hancock stated the cost of living increase to be paid to Eleanor Bridges is \$9,575.55.
- There was board discussion regarding negotiations to be presented to Ms. Bridges for the purchase of GWTW items for the Road To Tara Museum.
- Cindy Kelley made a motion to authorize Chuck Reed of Freeman Mathis & Gary, LLP to start negotiations with the Bridges family and not to exceed \$150,000.00. Seconded by Emma Godbee. Approved unanimously.
- *Morrow Agreement*
- Linda Crissey the Morrow marketing agreement had been reviewed by Jack Hancock. Mr. Hancock is to respond to the City of Morrow with two possible options:
 - 1. The CCCVB would provide services related to the location, design and installation of billboard to the City of Morrow for the sum of \$10,000.00 plus all hard costs related to the services rendered.
 - 2. The CCCVB would service as the Destination Marketing Organization for the City of Morrow and provide the same services to the City that is currently provides to Clayton County. The CCCVB would provide these services based upon a two agreement and would be paid two thirds of the hotel motel tax received by the City annually.

❖ **New Business**

❖ **For the Good of the Order**

- Hometown Teams – Linda Crissey presented board members with Georgia's Hometown Teams Magazine and Southern Journal Magazine which has an article and ad for the Jonesboro Smithsonian Hometown Team exhibit.

❖ **Adjourn**

- Cindy Kelley made a motion to adjourn.
- Second Emma Godbee Approved 5:10 p.m.