



## **Perry CVB Authority Meeting | August 22, 2024**

**Present Members:** William McWilliams, Megan Brent, JJ Kirk, William D. Palmer, Andrew Presswood, Mike Baker, Pansy Bryant, Stephen Shimp (E/O), Maggie Schuyler (E/O), Lee Gilmour (E/O), Anya Turpin (E/O)

**Staff:** Becky Wilson, Nancy McEver

**Guests:** Laura Mathis, Alicia Hartley, Holly Wharton, Tabitha Clark

**Absent Members:** Glen Starlnecker, Chris Patel

- I. Chairman Mike Baker called meeting to order at 4:01 PM
- II. Citizens with Input - None
- III. Approval of July 12, 2024 Minutes. Andrew Presswood moved to approve. JJ Kirk seconded. Minutes were approved unanimously.
- IV. Unfinished Business
  - A. None
- V. New Business
  - A. Chairman Mike Baker presented a reimbursement request on behalf of The City of Perry for July 2024 in the amount of \$41,913 along with a balance adjustment for the month of June 2024 in the amount of \$12,610. This balance was due to the Board Meeting taking place earlier in the month than normally scheduled due to the Board Retreat, therefore, the Financials had not fully processed and only a portion of the June 2024 reimbursement was voted upon during the July 2024 meeting. Dey Palmer moved to approve. Andrew Presswood seconded. Motion passed unanimously.
  - B. Laura Mathis with the Middle Georgia Regional Commission presented the Board with a written and oral review of the July 2024 Board Retreat.
  - C. Anya Turpin shared that the National Barrel Horse Association had reached out requesting Visit Perry's partnership for 2025. Anya reminded the group that for the 2024 year, the Board had approved \$13,000 in support, on the premise that these funds would not serve as a grant, but instead as advertising, hoping to reach audiences out of state in other

NBHA event areas. For future partnerships, NBHA is requesting either \$15,000 annually with a three year commitment or \$20,000 annually on a single year basis. Conversation ensued between members of the Board and Georgia National Fairgrounds Director Stephen Shimp and ultimately it was decided that further discussion would be had between representatives from Visit Perry, NBHA, and the Georgia National Fairgrounds and nothing was voted upon during the meeting at this time.

VI. Authority Reports

- A. Executive Committee - None
- B. Finance - None
- C. Personnel - None

VII. Authority Member Items:

- A. None

VIII. Executive Director Items

- A. Anya Turpin presented her monthly Director's report and summarized the efforts of the CVB team, including updates regarding recent efforts and new projects, including the upcoming launch of the Let's Go podcast, a proposed Partner Calendar project, a proposed Banana Pudding Trail, a review of the recent Residents Reception, and upcoming Perry Restaurant Week "Flavors of the Festival" initiative.

IX. Chairman Items

- A. None

X. Community Partner Updates

- A. Stephen Shimp provided updates on the status of the hotel at the Fairgrounds, along with information about new infrastructure and investments projected for the Georgia National Fairgrounds & Agricenter in the amount of 22 million dollars.
- B. Tabitha Clark provided updates on the City of Perry's upcoming events including the Perry International Festival.
- C. Maggie Schuyler provided updates on the Chamber of Commerce's upcoming projects including the launch of "Mornings With Maggie" and the Chamber's 2025 trip to Ireland, with attendance and airfare ranging from \$3,500 to \$3,800 per person.

XI. Adjournment 4.48 PM