



Perry CVB Authority Meeting
July 27, 2023

Absent Members: Dey Palmer, Trish Cossart, [Maggie Schuyler](#)

- I. Chairman Mike Baker called the meeting to order at 4:05 PM
- II. Citizens with Input: None
- III. Approval of June 23, 2023 Minutes. JJ Kirk moved to approve. Chris Patel seconded. Minutes were approved unanimously.
- IV. Unfinished Business:
 - A. NBHA Discussion: [Bailey Nahrgang](#) from the National Barrel Horse Association attended the meeting to engage in a discussion about the full benefits that Visit Perry has received in previous years as a National Sponsor and expressed that the NBHA organization would welcome Visit Perry back in 2024 as a National Sponsor, if desired.
 - B. Chairman Baker provided an update regarding the status of the billboards existing on the property, noting that the City of Perry has offered to discuss considerations to deed the use of the billboards to Visit Perry. Terms and conditions have not been finalized.
- V. New Business:
 - A. City Reimbursement: A reimbursement request on behalf of The City of Perry for \$46,548.00 for June 2023. Andress Presswood moved to approve. JJ Kirk seconded and the motion passed unanimously.
 - B. Office Relocation: Chairman Baker discussed the upcoming relocation of the Perry Welcome Center and Visit Perry offices to the new Perry City Hall building at 808 Carroll Street. Anya Turpin informed the Board that the Welcome Center would close one week before the move in order to pack the building and close one week after the move to settle into the new facility. Anticipated to reopen in August as soon as possible. Andrew Presswood inquired about whether the Visit Perry staff would observe federal holidays. Anya Turpin shared that Visit Perry would follow the City of Perry's observations for federal holidays.
 - C. New Board Officers: Chairman Baker discussed moving Megan Brent to the position of Vice Chair and adding Dey Palmer as the new Treasurer. A motion was made by JJ Kirk. Chris Patel seconded and the motion carried.
 - D. Proposed Purchases: Anya Turpin shared a presentation requesting approval for several purchases, including:
 - a. Camera - approval for up to \$2,500 to be spent to purchase a camera for Visit Perry staff to utilize during events and functions to bolster social media content and grow the YouTube channel. Discussion about the type of camera and lens was had, with Anya sharing that substantial research had not been completed at this

time but research and collaboration would be done before a purchase is made. Megan Brent made a motion to approve the purchase up to \$2,500. Andrew Presswood seconded and the motion carried unanimously.

- b. Moving - Anya Turpin shared that Visit Perry has contacted the moving company which the City of Perry would be using to relocate their offices to the new City Hall. A request was made to approve funding for moving Visit Perry to the new City Hall building. Chairman Baker estimated the costs to be approximately (+/-) \$1,000. A motion was made by JJ Kirk and was seconded by Chris Patel. The motion was approved unanimously.
- c. Brochure Racks - Anya Turpin shared that Visit Perry would be working towards replacing the brochure racks in hotel and hospitality partner lobbies. Chris Patel discussed that some hotels may prefer different sized displays due to space restrictions or other factors. The conversation was tabled to allow the Visit Perry team to do more research and return with a revised request in the near future.
- d. Brochures - Anya Turpin requested funding to restock Visit Perry with new brochures, which had not been updated since 2019. Andrew Presswood made a motion to approve approximately \$9,000 to purchase new brochures printed locally in Perry. JJ Kirk seconded the motion and it was passed unanimously.
- e. Main Street Proposal - A proposal was made to the Board by Holly Wharton, Economic Development Director, on behalf of Alicia Hartley and Perry Main Street to share the costs for a speaker system placed throughout Historic Downtown Perry to play ambient music as well as amplified announcements during events or seasonally to make Historic Downtown Perry more inviting and enjoyable for locals and visitors alike. The cost requested to contribute from the CVB was \$9,370. Megan Brent made a motion to approve the request. William McWilliams seconded. The motion was carried with Andrew Presswood and Chris Patel abstaining.

VI. Committee Reports

- A. Executive Committee: None
- B. Finance: None
- C. Promotions: Andrew Presswood noted that the Promotions Committee would be in need of an additional committee member.
- D. Personnel: None
- E. Long Range Planning and Building & Grounds: Chairman Baker provided a general update on the upcoming relocation to new Perry City Hall.

VII. Authority Member Items: Megan Brent shared that The Perfect Pear had recently hosted a Sunday brunch with success and plans to implement the Sunday brunch monthly.

VIII. Executive Director Report

- A. Anya Turpin provided a presentation which highlighted recent and upcoming community and regional outreach efforts as well as a brief update on the status of Visit Perry's social media accounts during the first month since canceling the ITI Contract.

IX. Chairman Items: None

X. Community Partners

- A. Georgia National Fairgrounds & Agricenter Director Stephen Shimp shared updates on the development of the hotel that will be built on the Fairgrounds property, with a groundbreaking tentatively scheduled for December 2023.
- B. Economic Development Director Holly Wharton shared about an upcoming groundbreaking with the Hilton Garden Inn located off of Hampton Court.
- C. City of Perry Communications Manager Tabitha Clark informed the Board that the city was hiring for a new Special Events Administrator and that she would be serving as the point of contact for city events in the interim.

XI. Adjournment 5:19 PM