



## Perry CVB Authority Meeting

March 28, 2024

Present Members: Mike Baker, Dey Palmer, Pansy Bryant, Andrew Presswood, JJ Kirk, Lee Gilmour (E/O), Anya Turpin (E/O)

Absent Members: Chris Patel, Megan Brent, Maggie Schuyler (E/O), Stephen Shimp (E/O)

Staff: Becky Wilson, Nancy McEver

Guests: Holly Wharton, Alicia Hartley, Tabitha Clark

- I. Chairman Mike Baker called meeting to order at 4:02 PM
- II. Citizens with input-None
- III. Approval of February 27, 2024 Minutes. Andrew Presswood moved to approve. Dey Palmer seconded. Minutes were approved unanimously.
- IV. New Business:
  - A. Chairman Mike Baker presented a reimbursement request on behalf of The City of Perry for \$50,570 for February 2024. JJ Kirk moved to approve. William McWilliams seconded. Motion passed unanimously. Anya Turpin mentioned that several annual advertisements were paid during February, making the reimbursement slightly higher than our normal average reimbursement amount.
- VI. Authority Reports
  - A. Executive Committee - None
  - B. Finance - None
  - C. Promotions - Chairman Baker explained that the Promotions Committee had met to discuss discontinuing the current Promotional Grant Program and agreed to explore reallocating funds for further expanded marketing and advertising efforts with the option to reevaluate the program and reimplement it in the future with modifications and improvements, if so desired by the Board and Staff.
  - D. Personnel - None
  - E. Long Range Planning and Building & Grounds - Chairman Baker explained that there was currently no reason to maintain the Building &

Grounds portion of this committee. Anya Turpin will reflect this change in future meeting agendas.

VII. Authority Member Items: None

VIII. Executive Director Items - Anya Turpin presented her monthly Director's report and summarized the efforts of the CVB team.

IX. Chairman Items - None.

X. Community Partners

- A. Alicia Hartley, City of Perry Downtown Manager, shared that Historic Downtown Perry continues to be an accredited downtown through the Classic Main Street Program and provided general information and updates on the upcoming April Warehouse Sale and Wine Tasting events.
- B. Tabitha Clark, City of Perry Communications Manager, shared that despite the unfortunate and unfavorable weather that the March Food Truck Friday had, the event still drew more than 2,000 attendees and Yodee's Mobile Fresh Donut Trailer sold out by 8 PM, showing the strength of the event in all circumstances.
- C. Holly Wharton, City of Perry Economic Development Director, shared a summary of the success of Perry's first Start Up Week events and shared information about the upcoming Job Fair hosted by the City of Perry.

XI. Adjournment 4:41 PM