



**PERRY AREA CONVENTION AND VISITORS BUREAU  
REGULAR AUTHORITY MEETING MINUTES  
NOVEMBER 16, 2023**

**MEMBERS PRESENT:** Mike Baker, Trish Cossart, William McWilliams, Pansy Bryant, Chris Patel, Andrew Presswood, JJ Kirk, Megan Wilson-Brent, Maggie Schuyler (E/O)

**MEMBERS ABSENT:** William Palmer, Lee Gilmour (E/O), Stephen Shimp (E/O), Anya Turpin(E/O)

**STAFF:** Becky Wilson, Nancy McEver

**GUESTS:** Alicia Hartley, HollyWharton, Tabitha Clark

- I. CALL TO ORDER:** CVB Authority Chairman Mike Baker called the meeting to order at 4:03 p.m.
- II. CITIZENS WITH INPUT:** None.
- III. APPROVAL OF MINUTES:** Trish Cossart moved to accept the September 28, 2023, minutes. Andrew Presswood seconded the motion; it passed unanimously. Note: The October 2023 Authority meeting was canceled as there was no quorum to conduct business.
- IV. UNFINISHED BUSINESS:**
  - A. Billboard - The executive committee met and now recommends a 12-month contract for the Unadilla billboard for \$2,700 and no more than \$1,500 for new vinyl. After that period, the Authority will review billboard ROI. After much discussion, JJ Kirk approved the recommendation contingent on an accepted contract. Andrew Presswood seconded the motion. It passed unanimously. Chairman Baker stated the billboard situated at the old Perry Welcome Center will be on the January meeting agenda.
- V. NEW BUSINESS:**
  - A. City Reimbursement - JJ Kirk moved to approve reimbursement to the City of Perry for CVB expenditures in September (\$26,527) and October (\$35,681). Trish Cossart seconded the motion; it passed unanimously. Later in the meeting, Pansy Bryant questioned the October reimbursement amount. Trish Cossart moved to void the October reimbursement of \$35,681. Megan Wilson-Brent seconded the motion; it passed unanimously. Chris Patel moved to reimburse the City of Perry for October expenditures of \$29,681. JJ Kirk seconded the motion; it passed unanimously.
  - B. 2024 Officers - Chairman Baker offered the following slate of officers:
    1. Chairman - Mike Baker
    2. Vice Chairman - Megan Wilson-Brent
    3. Secretary/Treasurer - Dey PalmerJJ Kirk moved to nominate the slate & Andrew Presswood seconded the motion. It passed unanimously. Pansy Bryant moved to close nominations; the nominations were closed. Trish Cossart moved to approve the slate of officers, and Chris Patel seconded the motion. It passed unanimously. At this point in the meeting, Pansy Bryant questioned the October reimbursement numbers (see item V-A. City Reimbursement)
  - C. Perry Farmers Market Signage - Placing a permanent sign at the Perry Farmers Market location that links to a Farmers Market page on the Visit

Unapproved

Perry website was discussed. This was proposed by Executive Director Anya Turpin and not requested by the City of Perry. Andrew Presswood moved to approve \$1,500 for the sign. Trish Cossart seconded the motion; it passed unanimously.

**VI. AUTHORITY COMMITTEE REPORTS:**

- A. Executive: No report.
- B. Finance: Chairman Baker stated the CVB just approved the city reimbursement and that everyone has a copy of the financials to review.
- C. Promotions: No report.
- D. Personnel: No report.
- E. Long-Range Planning and Building & Grounds: No report.

**VII. AUTHORITY MEMBER ITEMS:**

- A. Megan Wilson-Brent - The Perfect Pear will be open on Thanksgiving Day & is teaming up with Better Halves pecans.
- B. Pansy Bryant: She & Mr. Bryant volunteered at the mobile welcome center at the Georgia National Fair on Veterans Day. Mr. Bryant was very appreciative and enjoyed giving pins to veterans.
- C. Trish Cossart - Small Business Saturday is next week with carriage rides from 3-6 pm, live music, and bingo.

**VIII. EXECUTIVE DIRECTOR ITEMS:**

- A. Monthly Presentation - CVB staff reviewed Executive Director Anya Turpin's prepared presentation. Nancy McEver reviewed outreach. Becky Wilson reviewed social media numbers.  
Chairman Mike Baker stated a board retreat will likely happen within the first few months of the new year.

**IX. CHAIRMAN ITEMS: None.**

**X. COMMUNITY PARTNER UPDATES:**

- A. Perry Chamber of Commerce: Maggie Schuyler reviewed Taste of Perry, a Perry Area Magazine, and a trifold map of Perry.
- B. City of Perry: Holly Wharton mentioned three hotels being built in Perry. Tabitha Clark mentioned the 2024 event calendar and 200th-anniversary events.
- C. Perry Main /Street: Alicia Hartley reviewed the Sweets & Treats and Downtown Wine Tasting event data.

**XI. ADJOURNMENT: The Authority's next meeting is January 25, 2024.**

Minutes submitted by Becky Wilson

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