

CTA Board Meeting Minutes December 21, 2020

Attending the ZOOM meeting were:

CTA President Lee Ann Bain, Treasurer Robin Hillyer-Miles, Vice president Julia Fox, Member-At-Large Broderick Christoff, Member-At-Large Jay Walker, Member-At-Large Alexander Levine, Member-At-Large Alan Rosenfeld, Member-At-Large Noel Mellen, Secretary Serge Polyachenko also attending was CTA attorney Susan Teschner

Previous Business:

1. The issue regarding the CTA's tax status was addressed. To reach compliance with the IRS it was decided that the CTA will be reincorporated as a new organization. Part of this process includes temporarily changing the organization's name to the Charleston Tours Association & adopting the membership of the previous organization to the current one. This will allow a restart of the non-profit registration process.
2. Alexander Levine, Jay Walker & Lee Ann Bain will meet to get the bylaws revised for the new corporation.
3. CTA membership will be informed of these changes at the next monthly meeting in January.
4. The topic of membership renewals was addressed. As of this board meeting, there were 39 members who have not renewed. Given the economic down-turn they have experienced it was decided not to press them further until the economy improves. They will be removed from our database.
5. HCF did not approve the mention of the Palmetto Guild in its programs due to their belief that this would constitute sales advertising.
6. Lee Burbage has stated that the City Tourism Commission will renew the wording of the ordinance spelling concerning driving guides. This will be done to ensure that enforcement will be done more effectively.
7. Broderick Christoff has received & shared the City's list of certified tour guides. Usage plan will be decided in 2021.
8. Lee Ann's effort to cooperate with the Citadel cadets marketing project demonstrated that an overwhelming number of visitors to Charleston, believe that certified tour guides are very important. Lee Ann will continue to work with the Citadel in future marketing projects to promote the Palmetto Guild.

Current Business:

1. The January meeting will be held via ZOOM. Board elections will continue during the meeting, with the membership voting via email. CTA Secretary, Serge Polyachenko, will collect & count the votes received to ensure voter anonymity.
2. The Board unanimously approved payment to CTA attorney Susan Teschner for her services in reaching compliance with the IRS.

3. The Board voted unanimously to approve the purchase of a gift for outgoing CTA VP, Julia Fox, in recognition of her service.
4. The Board unanimously approved the creation of a new category for the CTA website for LBQT tours.
5. The Treasurer's Report stated that the CTA has \$11,339.47 in its bank balance.