

## CTA Board Meeting Minutes March 2, 2021

Attending the ZOOM meeting were:

CTA President Lee Ann Bain, Treasurer Robin Hillyer-Miles, Vice president Charley Smith, Member-At-Large Broderick Christoff, Member-At-Large Jay Walker, Member-At-Large Alexander Levine, Member-At-Large Alan Rosenfeld, Member-At-Large John Mulherin, Secretary Serge Polyachenko.

### Previous Business:

1. The board voted to move ahead with Pat Mellen's thank you present.
2. There was a majority vote to have the Feb meeting in person (7 yes, 2 no).
3. The majority voted to have people donate on their own for Keith Purdy rather than donate as an organization.
4. There was a vote on changing the President, Vice President, Treasurer and Secretary being able to vote on issues without the member-at-large. The vote was "no" by all 9 board members.
5. CTA President Lee Ann Baine, Treasurer Robin Hillyer Miles & Secretary Serge Polyachenko were all in attendance at TD Bank to ensure all of CTA's finances were in order during the temporary name change.

### Current Business:

1. The previous board meeting minutes were approved.
2. There was an in-depth discussion on the results of the survey that was sent to membership. This information will be used to help focus the CTA's strategic vision & long-term goals.
3. It was agreed to form a committee of tour business owners to strengthen the CTA's bargaining position with the City. Member at Large John Mulherin volunteered to start looking into forming the committee.
4. The topic of increasing membership was addressed. Possible options discussed were: member referrals, hosting a large continuing education event to attract prospective members, the use of INDEED.COM & also working closely with local attractions to inform new guides about the CTA & the Palmetto Guild.
5. Minor changes were made to the standing rules concerning associate member fees. CTA's attorney will make a final revision & then submit the paperwork to the IRS for approval.
6. The Board decided not to change the CTA logo during the interim temporary name change period.
7. The Board unanimously approved the \$900 fee for upgrading the CTA website.
8. The Treasurer's report stated that the CTA currently has \$12,840.31 in its account. Members at Large Broderick Christoff & Alexander Levine will assist Treasurer Robin Hillyer Miles with a review of the CTA's finances.
9. Vice President Charley Smith reviewed the venues for upcoming CTA monthly meetings including High Cotton, the College of Charleston & the Annual Dues Cruise.

10. In efforts to increase awareness of the Palmetto Guild, the CTA is in talks with the CVB to partner together for tour guide training & marketing efforts. Lee Ann is working on the creation of a commercial for the Palmetto Guild as well as looking into internet marketing via youtube & features on CTA members. Charley Smith, Alan Rosenfeld & Alex Levine volunteered to lead the effort in getting the project started.