

## **Minutes CTA Board Meeting**

**June 17, 2021**

Attending the meeting were:

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

1. Approval of previous minutes.
2. Discussion of the new website analytics tracking system that has been installed. Lee Ann will be meeting with our website support person to customize the analytics.
3. Discussed the website platform articles. 2 of them will be emailed to the board for review and edits. Waiting to receive the 3<sup>rd</sup> one back from our website manager. Lee Ann will email our membership to see if anyone has experience in writing website platform articles and interest in writing for our new blog page. Board approved the new blog page.
4. John will do research on other website support options.
5. Discussion of our meetings with the tourism commission members. Still have several more to go and hope to have the meetings completed by the end of July. Next will be city council members.
6. Discussed the idea of a “Tourism Day”. Date will be Sunday Dec. 5<sup>th</sup>. Next meeting we will discuss the organizations who will benefit from our fundraising, the companies that will participate and the general layout of how “tourism day” will work.
7. The tour guide of the month group (Alex, Charley and Alan) did not make any process on this idea yet. They will be meeting to get things moving forward.
8. Palmetto Guild: Board reviewed and discussed the ideas that came out of the Palmetto Guild subcommittee meeting. It was determined that the apprenticeship program was a good idea and John will write up the overview of that. Discussion on the direction of the

Palmetto Guild moving forward. The Palmetto Guild overview video has been shared with the members and has been posted on the website.

9. Tax: Still waiting to hear back from the IRS
10. VP Report: Charley discussed the meetings that have been planned for the remainder of the year.
11. Discussion of the IT equipment that is need for the CTA audio and visual system. Voted to approve the expenditures. (7 yes)
12. Treasurer Report: In new bank \$8762.60. Old bank account: \$865. Old account is still open as to there are some unusual charges that have shown up on the statement. Robin will be straightening that out with the bank. Broderick and Alex reviewed the books from 2019 and 2020.