

CTA Board Meeting Minutes October 6, 2021

The meeting was held at Charleston Culinary Tour office. Attending the meeting were:

CTA President Lee Ann Bain, Member-At-Large Broderick Christoff, Member-At-Large Jay Walker, Member-At-Large Alexander Levine, Member-At-Large John Mulherin, Secretary Serge Polyachenko.

There was no Previous Business:

Current Business:

1. The previous board meeting minutes were approved.
2. There was an in-depth discussion on the tour guide exam & whether the Palmetto Guild or the CTA should take over its administration. An increase in the testing fee, with the additional funds going to the CTA was also discussed. It was decided to arrange a meeting with Amy Southerland & explain what topics should count for continuing education. The decision to raise the testing fee was postponed until after greater value of CTA Membership is established.
3. It was deemed necessary to have a marketing plan created for the CTA/Palmetto Guild. The marketing firm Blend will submit a plan in the very near future.
4. The plan & its cost would enable the board to better focus on how much revenue would need to be generated for growth & what methods of fund raising would be most effective.
5. Lee Ann is looking into learning where the fees of the tax per person on a tour collected by the city are going.
6. The necessary tax paperwork was finally received with the CTA now being fully compliant with the IRS.
7. Tourism Day was discussed, the date being set at December 4th with 10% of the proceeds being donated to 180 Place. An emailed letter will be sent out to members to encourage their participation.
8. President Lee Ann Bain reviewed the venues for upcoming CTA monthly meetings including Taco Boy, HCF, Wiki Wiki Sandbar & Hyman's Seafood.
9. Upcoming CTA elections were mentioned. With the positions of President, Treasurer & 3 Member-at-Large positions up for reelection.