

## **CTA Board Meeting Minutes February 3, 2022**

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

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

### **Previous Business:**

There were 2 items that the Board voted on since the last Board Meeting:

1. Approval for the Payment for the marketing for Tourism Day. There were 8 votes for yes & 1 who did not vote.
2. There were 8 votes to approve Lee Ann attending the Governor's Conference & for the CTA to pay for her expenses.

### **Current Business:**

1. The previous board meeting minutes were approved.
2. Ideas for recruitment were discussed, including the involvement of local colleges, attracting millennials to the tour guide industry, incentivizing individual guides employed by tour companies (should be the recruiting of tour companies to join CTA) & getting CTA membership involved in recruiting new members as well. Discuss cross marketing with a millennial hospitality organization.
3. The Board voted to allow an automatic, free 1 year membership to CTA for new tour guides who just passed the tour guide exam. It passed unanimously.
4. The Board voted on having a recruiting event meeting in June. It passed unanimously.
5. Broderick volunteered to try to get a list of all new certified guides in the city & also the numbers of new business licenses issued by the city for tour companies as well.
6. An update on the Tourism Commission noted the fact that a new member has recently joined it & that the CTA will try to reach out to them.
7. Marketing Plan: The Board decided that Wendy Shelton would be approached about assisting the CTA with its marketing efforts directly. If she agrees she would be appointed as the CTA Marketing Committee.
8. Update on Palmetto Guild Marketing: Charley & Jay agreed to be on the committee to create a rough draft for the new levels of guild membership.
9. In the discussion of continuing ed, it has been determined that the Tourism Commission is the entity responsible for the approval of continuing education topics. Broderick, Alex and Lee Ann will put together the plan to approach Dan Riccio and then the Tourism Commission about the approval process of continuing ed. Remove: will be contacted in accordance with this.

10. Treasurer Report: Allison & Robin will meet to go over the state of the CTA's finances later in February. Allison was able to inform the board that there is \$15,000 in the CTA account.
11. Alex & Jay agreed to volunteer to do the guest check-in at the February meeting.
12. The board approved to use a marketing consultant and a website developer to help redesign the website to make it user friendly. Quotes will be presented to determine the cost. The marketing consultant will also present quotes on big picture marketing initiatives. (Outside the realm of Wendy)
13. Recruiting of employees into the industry: Update on working with Trident Tech. Lee Ann will be speaking to the intro to tourism class. Charley will create a Link in account for CTA so we can post jobs to the tourism students. Lee Ann will be speaking at the Tourism Student Awards ceremony in Columbia. Alex and Lee Ann are working with Brumby at CoC. (Chair of the hospitality and tourism department) Working on be able to speak in their tourism class. Discussed the possibility of creating an internship program. Lee Ann will work with Trident and CoC on this.
14. We will be adding a job board page to our website.
15. Broderick to research a hands-free microphone.
16. Lee Ann met with the President of the French Quarter neighborhood association and is meeting with the new Charles town neighborhood association tourism and livability chair. She will arrange an appointment with the Ansonborough President and the new City Council member that will be on the Tourism Commission.
17. Discussion on how to get more support from the CVB on certified guides.