

CTA Board Meeting Minutes December 13, 2022

The meeting was held via ZOOM. Attending the meeting were:

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

Current Business:

1. The previous board meeting minutes were approved.
2. There were no new developments in CVB Training or enhancing the Palmetto Guild's presence in the Visitor Center.
3. The Board unanimously approved allowing employers in the tour Industry to be listed as potential recruiters of newly certified tour guides. CTA handouts will be available in both tour guide testing areas & the tour guide certification renewal office.
4. During the Tourism Plan meeting the CTA was heartily endorsed by CVB Director of Media, Doug Warner. A decision was also made by the City to send out a questionnaire for January 2023. It is intended to identify the most pressing issues & guidance for potential solutions. The CTA was told they would be kept informed on the situation.
5. Charley Smith provided the VP report. Venues for future monthly meetings have been finalized for as far as January of 2023.
6. Broderick Christoff continued working on the CTA website analytics. He will be switching the website to Google for the data.
7. The Board will be seeking out interested candidates to join the Tourism Commission.
8. There were no updates for the City's changes of the tourism ordinances.
9. The Board will be looking for someone to coordinate with the city on the tree limb trimming situation.
10. Mayoral and city council candidates will be attending the October CTA meeting.
11. CTA Board elections were discussed. There are 2 members-at-large, VP & secretary positions up for re-election in January. The election will be held during the January monthly meeting at the Old Exchange.
12. Treasurer Report: Allison Tomarchio was able to inform the board that there is \$19,898.46 in the CTA account. Also, 21 members signed up for the NFTGA insurance.
13. The Board approved payment for the marketing for Tourism Day & the charity chosen was 180 Place. The CTA raised over \$5,000 from the event.
14. The Board is looking to find someone to help with the Facebook and Instagram pages