CITY OF KINGSLAND, GEORGIA

KINGSLAND AREA CONVENTION & VISITORS BUREAU AUTHORITY

MINUTES ● AUGUST 5, 2021

Regular Meeting	Kingsland Welcome Center	4:00 PM
	PO Box 250, Kingsland, GA 31548	

I. CALL TO ORDER & WELCOME

The meeting was called to order by Chairman Yadav. Staff members present were Tonya Harvey, Janelle Kjensmo and Sarah Beard and special guest Councilwoman Chance.

C.B. Yadav	Chairperson	
Kathy Dixon	Vice Chairperson	
Alison Shores	Treasurer/Secretary	
Justin Whitfield	Board Member	
Darshana Patel	Board Member	(Absent)

II. AGENDA AMENDMENTS & AGENDA APPROVAL

Chairman Yadav requested to add the following agenda items:
6a. Executive Session for Personnel
6d. Minority Business Development & Tourism Consultant Project

1. Approve Agenda Amendments -

Shores made a motion to approve agenda amendments for the August 5, 2021 board meeting; seconded by Dixon. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Alison Shores, Treasurer/Secretary
SECONDER:	Kathy Dixon, Vice Chairperson
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel

III. APPROVAL OF MINUTES FROM APRIL 2021

1. Approve Minutes from April 2021's Meeting -

Minutes from the April 1, 2021 meeting were presented. Motion to approve the minutes was made by Shores; seconded by Dixon. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Alison Shores, Treasurer/Secretary
SECONDER:	Kathy Dixon, Vice Chairperson
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel

IV. FINANCIAL SUMMARY REPORT

Harvey reviewed the YTD Financial Summary report with the Authority Board noting that we are currently 75% through Fiscal Year.

V. OLD BUSINESS

A. PPP Loan

After gathering all the required documentation needed for the loan application, Harvey was unable to apply for the loan due to lack of funds available (funds exhausted). No loan application was submitted.

B. KCVB Authority Salary/Compensation Study

At the April 1, 2021 meeting, the Board approved the expenditure for a CVB Authority Salary/Compensation Study. However, Harvey submitted the purchase order request to the Finance Department for approval, it was denied due to lack of additional quotes (Harvey had difficulty getting any additional quotes by informal request). Therefore, Harvey developed a Request for Proposal Request for a Compensation Study and Analysis and sent to four qualified consultants. Proposals are due back by August 9, 2021. No proposals have been received at this time.

VI. NEW BUSINESS

A. Executive Session

1. Move into Executive Session -

At 4:13 PM a motion was made to move into Executive Session by Dixon; seconded by Shores. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Kathy Dixon, Vice Chairperson
SECONDER:	Alison Shores, Treasurer/Secretary
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel

2. End Executive Session -

At 4:25 PM a motion was made to end the Executive Session by Shores; seconded by Dixon. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Alison Shores, Treasurer/Secretary
SECONDER:	Kathy Dixon, Vice Chairperson
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel

B. CCBOC Contract for Tourism Promotional Services

Contract was approved via email. CCBOC has not yet approved contract. No contract revenue was included in the FY21/22 Budget since the contract is pending at this time.

C. FY21/22 Budget

The following changes were made to the draft budget as presented:
*Include a 2-step pay increase for all staff with the effective date of October 1, 2021 for all raises (Shores).
*Reduce City Admin Fee budget line item to $0.00 for City admin fee to be reevaluated at 6-month revisions (Whitfield).

1. Approve FY21/22 Budget -

Motion to approve the FY21/22 Budget with the note changes by Dixon; seconded by Whitfield. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Kathy Dixon, Vice Chairperson
SECONDER:	Justin Whitfield, Board Member
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel

D. Minority Business Development & Heritage Tourism Project

Councilwoman Chance & Harvey updated the board on a possible Minority Business Development & Heritage Tourism project. Our community has a unique opportunity to leverage the American Rescue Plan Act (ARPA) funding awarded to city/counties as a strategy to advance the economic prosperity of minority businesses and revive the local tourism industry. By focusing on Blacks, African Americans and Gullah Geechee-decendants, Kingsland can identify, develop and market the stories and products of interest to travelers and residents. This project aligns with a federal grant submitted to foster economic development for Black/African American/Gullah Geechee businesses and entrepreneurship related to tourism and recreational industries in the six-country region (Chatham, Bryan, Liberty, McIntosh, Glynn and Camden) of coastal Georgia (Award Determination In Sept 2021). The creation of an asset inventory will be the basis for a gap analysis to determine potential business opportunities for minority businesses. Workshops for business owners and entrepreneurs will strengthen technical skills and create professional alliances with tourism, outdoor recreation and other coastal industries. The result is increased recognition for and expansion of businesses owned and managed by Blacks/African Americans and Gullah-Geechee descendants residing in Camden County. This enhanced focus also affords an opportunity to attract and grow African American heritage tourism to and within the community. All board members expressed interest and were supportive of moving forward with this project. No action needed at this time.

VII. MISCELLANEOUS DISCUSSION AND/OR ANNOUNCEMENTS

A. Next scheduled meeting October 7, 2021

VIII. ADJOURN

1. Adjourn -

The meeting was adjourned at 5:04 PM. Motion to adjourn was made by Shores; seconded by Dixon. Motion carried unanimously.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Alison Shores, Treasurer/Secretary
SECONDER:	Kathy Dixon, Vice Chairperson
AYES:	Yadav, Dixon, Shores, Whitfield
ABSENT:	Patel