

Georgetown Business Association- Meeting of the Board of Directors
Minutes, April 3, 2018
Tidelands Health Community Center

Board Members Present:

Ginger Gray
Kathryn Kossove
Pam Toemmes
Lisa Haas
Andy Friedman
Tamela Walter
Hank Jones
Happy Wilcox
Wendy Belser

Board Members Absent

Michele Overton
Andrea Johnson
Erin Angner
Wanda Rogers

Others in Attendance:

Gloria Tinubu (Director of Economic Development and MS Manager, City of Georgetown)
Angie Carroll (South Strand News)

Action of the Board

- Meeting was called to order by Andy Friedman.
- Minutes from 3/6/2018 were approved

Financial Reports

- The GBA Treasurer's Report was presented by Happy Wilcox. \$150 has been collected from 2018 membership fees. The only expense was an insurance payment of \$128.84, leaving a balance of \$6,266.24.
- Ginger Gray presented the MIP/ Events Account information. Deposits for 5 sponsorships were made for a total of \$2,125.00. The only expense was for a processing fee of \$8.90 to Square Fees for one of the memberships, leaving a balance of \$15,405.60.
- Lisa Haas reported that the DMO fund balance is \$21,338.17.
 - Lisa introduced Angie Carroll from the South Strand News who presented a marketing proposal. From 4/19/2017 until 3/27/2018 the South Strand News has provided the DMO with a marketing campaign for advertising Georgetown. Angie presented the data on that campaign. The information was broken down by month but the total for the year was that they provided 242,442 impressions via their web site for a total of 155 clicks. Using Google Search Engine Marketing results for that same period, the South Strand News group was able to provide 17,006 impressions which resulted in 1,121 clicks. The fee Angie presented would be \$535 per month. At the conclusion of the presentation, the Board discussed the results of the presentation and a motion was made, seconded,

and unanimously approved that we explore other social media options and not move forward with the South Strand News proposal.

Committee Reports

Economic Development Committee:

Hank Jones reported that there are presently several empty store fronts on Front St. His committee is trying to meet with some of the owners of the buildings to try to assess why buildings are empty. They also want to evaluate buildings that are in disrepair.

Events Committee:

Lisa Haas reported that the Easter Egg Hunt turned out to be a bigger event than anticipated. 1000 eggs were not enough. Approximately 200 families attended. Some younger children did not get eggs. Suggestions for next year: 1.) Have areas roped off and make sure younger children have a special area for their hunt, 2.) Police presence might be needed, 3.) Partner with a church group that has more volunteers willing to assist or have an Easter Parade and give each child a goody bag. Businesses might need to donate eggs and candy. The 2019 Easter Egg activity will be discussed early in 2019.

Georgetown Economic Development

- Gloria Tinubu shared that the City's ATAX Committee is looking for people to serve on that committee. 2 Business Owners and 1 Resident are needed. Applications need to be submitted to Eliza Jaggar by April 6.
- Gloria also shared the news that Georgetown is one of 7 SC Cities to be recommended by Governor McMaster for a federally sponsored Opportunity Fund Zone designation. If approved by the Department of Treasury, Census Tract 45043920600 (which includes the West End and North Highmarket neighborhoods as well as the Downtown/Historic District) would provide numerous opportunities for private investors to support various projects in the City.

Old Business

- Andy Friedman shared that Al Joseph contacted him about presenting additional information about a City Plastic Ban at the June GBA General Meeting. After discussion, it was decided that Andy would talk with Al. Since the SC Coastal Conservation Group did present information about banning plastic at the February meeting, the Board felt that possibly the same people would be attendance. Since numerous restaurants belong to the GBA but are often unable to attend a 5:30pm meeting due to running their businesses, the Board felt it might be more beneficial if Al scheduled a meeting with those business owners since they are the businesses more often using plastic products.
- Andy also shared that a political candidate was asking to speak at a GBA meeting. After discussion it was decided that the GBA Board could not support allowing individual candidates to speak at meetings. In the past, the GBA has provided a public forum and invited all candidates to attend.

Events

The Music in the Park Concerts will begin May 4. Linda Evans and Tracey Morris will handle volunteers for help with set up/break down and beverage sales for each of the 1st Friday concerts.

General GBA Meetings

- April 17 – The Sly Fox
- May 15 – The Rover
- June 19 – The CCCA Club House (1010 Horry St.)
- July 17 - Augustus & Carolina
- August 21 – Georgetown County Chamber of Commerce

Meeting was Adjourned

Minutes submitted by Pam Toemmes