

GEORGETOWN BUSINESS ASSOCIATION  
MEETING OF THE BOARD OF DIRECTORS  
MEETING MINUTES FOR JUNE 5, 2018

Board Members Present:

Andy Friedman  
Tamela Walter  
Lisa Haas  
Kathryn Kossove  
Andrea Johnson  
Ginger Gray  
Michelle Overton  
Happy Wilcox  
Hank Jones

Board Members Absent

Wanda Rogers  
Wendy Belser  
Pam Toemmes  
Erin Angner

Others in Attendance

Jennifer Norman (COC Tourism Development Director)

**Action of the Board**

- Meeting was called to order by Andy Friedman
- Minutes from 05/01/2018 were approved

**Financial Reports**

- Andy Friedman reiterated that the board had voted to rent a double (top and bottom) billboard on Hwy 17 south of Georgetown. The cost for the billboard is \$950. Monthly rent is \$250 per month. It was noted the billboard is not DMO funded.
- Ginger Gray explained that the GBA had a large amount of expenses in the past month mainly due to the MIP events. There was a discussion about beer sales at the recent MIP events. At the last MIP, there was approximately \$2700 in beer sales. While this number seems less than expected, it was explained that MIP sponsors receive tickets for free beer for each concert. It was also noted that beer sales might have slumped as a result of the high evening temperatures.
- Lisa Haas alerted the board that the City of Georgetown would not be providing funding for the July/August MIP. The GBA MIP owes \$2000 to DMO for overpayment of July and August for The Surf advertising that the DMO will not allow. Jennifer Norman, the Chamber of Commerce Tourism Development Director, recommends paying bills before June 30. After that, city contributions will be determined by the Accommodations Tax Committee. Surf was paid for April, May, and June (MIP). Lisa Haas plans to work on fiscal year issues. Lisa and Jennifer

plan to meet later to discuss the issues and discuss the DMO budget for fiscal year 2017/2018.

## **Committer Reports**

### **Design Committee:**

- Andy reported for Erin that banners have been ordered.
- There are discussions with Liberty Steel about new fencing and landscaping on S. Fraser.

### **Economic Development Committee**

- Andy informed that the city might be hiring a city planner, but is unsure of the timeframe.
- Hank informed the committee that he and Andy had a lunch meeting with Carey Smith, the City Administrator. They discussed the possibility of improvements to S. Fraser Street, as S. Fraser is the entrance to the city after crossing the bridge. They also discussed downtown flooding issues and the possibility of recreational dredging in the harbor. Carey said the temporary berm on the river behind the CCU parking lot has been removed, but there are plans for a permanent wall in the future. Carey said the city is currently looking at recreational dredging in the harbor and possibly using money from the dredging tax that was not used.

### **MIP Committee**

- Michelle informed the board that there were some complaints about children taking over the dance floor at the last MIP show and, in the future, there will be a separate dance area for children at the MIP events. She said Hammock Coast is providing cups for anglers at the upcoming Bassmaster's event.

### **Old Business**

- Main Street meeting to be held in Georgetown June 20-22. It is assumed Gloria Tinubu is taking the lead in Georgetown's role in the meeting.
- There are no planned events beyond this year's MIP.

### **New Business**

- Andy presented a proposal from Ben Pittman to supply Georgetown specific etched crystal Christmas ornaments to businesses to sell. Cost for the ornaments are \$9.95 each per 100 ordered. It was mentioned that the Cultural Council already plans to sell ornaments depicting turtles. Andy asked if it would be in order to allow Ben Pittman to attend the next board meeting and explain product.
- Jennifer Norman, Chamber of Commerce representative, reminded everyone that Georgetown won USA Today's "Best Small Coastal Town" award. She discussed the issues involved with using USA Today's award logo. Board members discussed ways to legally use social media to spread the word about the award.

**General GBA Meetings**

- June 19 – The CCCA Club House (1010 Horry Street)
- July 17 – August & Carolina
- August 21 – Georgetown County Chamber of Commerce
- September, October, November – TBD

Meeting was Adjourned