

**CLAYTON COUNTY TOURISM AUTHORITY
BOARD MEETING
THURSDAY, NOVEMBER 11, 2021**

MINUTES

I. CALL TO ORDER:

Chairman Damon T. Williams called the meeting to order at 4:06 p.m. Beth Bailey conducted the roll call.

II. ROLL CALL:

Attendee Name	Title	Status
Damon T. Williams	Chairman	Present
Miyoshi Bourget	Board Member	Present via Zoom
Lynda Browning	Vice Chair	Present via Zoom
Myla Chapman	Board Member	Absent
Tonya Clarke	Board Member	Present
Gabe Johnson	Board Member	Present via Zoom
Bud Smith	Board Member	Absent

Staff: Tamara Patridge, Executive Director; Beth Bailey, Special Projects Manager/Interim Finance Manager

Board Attorney not present: No legal matters for board discussion

III. ADOPTION OF AGENDA/CONSENT AGENDA

CONSENT AGENDA

MINUTES

1. October 2021

FINANCIAL REPORT

1. August/September 2021
 - a. Tourism Authority
 - b. Convention & Visitors Bureau

END OF CONSENT AGENDA

Motion to approve, Lynda Browning; second, Gabe Johnson. Unanimous approval.

IV. NEW BUSINESS

1. Advertising/Website

- a. Print advertising update – Ms. Patridge reported that the CVB has resumed print advertising as travel has begun a moderate recovery with the recent lift of the international travel ban. Ads have been placed in 2 high profile publications-- Atlanta Magazine and Southbound Magazine--with a quarterly circulation of 70,000, average household income of \$252,400, subscribership is 55% female/45% male.
 - b. New website traffic statistics – One year anniversary of website launch allows for capture of statistics.
 - i. Organic keywords increased 405% (291 to 1.5k)
 - ii. Organic traffic increased 784% (147 to 1.3k)
 - iii. Referring domains increased 104% (284 to 579)
 - iv. Top organic keywords and click through rates were
 1. Things to do in Clayton County GA – 30.8%
 2. Things to do in Clayton County – 21.4%
2. County Zoning for Film Studios
- a. Update on Community Development Zoning Hearing – Ms. Patridge reported that county government had no established zoning to accommodate film studios. She briefly explained the current process of requesting a variance before the Board of Commissioners. Ms. Patridge receives business referrals from the state film commissioner in search of studio space. She received a referral from the Atlanta Metro Chamber of Commerce regarding a studio prospect. Ms. Patridge met with Clayton County Chairman Jeffrey Turner, Director of Community Development Patrick Ejike and leadership from the Atlanta Metro Chamber of Commerce to facilitate amending the county code to allow film studios to be included as an approved use in both heavy and light industrial zoning. Director Ejike publicized the zoning action and presented it to the Board of Commissioners, who approved unanimously. The presence of a film studio will create opportunities to attract visitors to Clayton County who will seek hotel accommodations for events and studio tours.
3. New Tourism Authority Meeting Space
- a. County IT video/audio installation – Ms. Patridge reported that she has secured the services of Clayton County Government for IT support who will be identifying proper equipment for videoconferencing capabilities.
4. Renovations Update
- a. Emergency and final phase safety repairs
 - i. Tourism Authority reimbursement approval request – Ms. Patridge presented items of emergency and safety repair to the board for approval Repair total, \$9,615.00, Motion was made to approve reimbursement in the amount of \$9,615.00 to the CVB for emergency safety and security repairs. Motion to approve, Gabe Johnson; second, Lynda Browning; unanimous approval.

V. OLD BUSINESS

No outstanding matters of old business.

VI. PUBLIC COMMENT AND GENERAL DISCUSSION

1. Ms. Browning asked Ms. Patridge if any of the county's hotels had renovated to cater to the film productions. Ms. Patridge informed that most film production crew and talent secure higher end hotels located more centrally in downtown Atlanta and the Buckhead area where entertainment options are greater in number.

VII. EXECUTIVE SESSION

No matters of real estate, legal, or personnel for discussion.

VIII. MOTION TO ADJOURN

1. Motion Lynda Browning; second Gabe Johnson; unanimous approval
2. Meeting ended at 4:42 p.m.