

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE

RETAIL/TOURISM MINUTES

November 8th, 2021

SYLVESTER-WORTH COUNTY CHAMBER/ EDA

The following committee members were in attendance: Karen Singletary, Jean Brooks, and Ashley Giddens
Staff-Karen Rackley and Kayla Pierson.

CALL TO ORDER- Jean Brooks called the meeting to order at 11:02am. Jean Brooks led the meeting with a Prayer and pledge.

AGENDA - Karen Singletary made a motion to accept the agenda with the addition of June 17th minutes submitted. Ashley Giddens seconded the motion. The motion passed.

MINUTES – Ashley Giddens made a motion to accept the minutes. Karen Singletary seconded the motion. The motion passed.

OLD BUSINESS:

- Website – Places to go – Things to do page – Committee Input – Ongoing – Encouraged committee members to review the website and submit any feedback.
- Geo Caching – On Going – We have a large number of check-in's each week. We will update the caches when Trinity comes back in.
- **Social Media – Chamber Group Page Dedicated to Chamber Members – Engagement Crucial FOLLOW ON FB and Instagram – UPDATE – We are seeing many people following our pages and interacting with our posts. Easton is doing a great job at keeping the Instagram updated daily.**
Facebook: Sylvester-Worth County Chamber of Commerce
Instagram: swcountychamber
[#swcountychamber](https://www.instagram.com/swcountychamber)
- Community Calendar- Ongoing – Printed – The calendar has been widely accepted and used by the community. In each member mail-out we include the month calendar, as well as distribute to each visitor at the Chamber.
- Historical Walking Tour – We will be picking back up on this project in January once we hire another staff member.
- Stop and Shop Fans – We need to begin working on these for 2022 in January.
- Video – Sylvester Worth County – Potentially pick up this project once the magazine is finished.
- Community Magazine Update – It has been sent to the printers and we are expected to have it in the next couple of weeks. We previewed the magazine with committee members in attendance.

NEW BUSINESS:

- Stop & Shop Local Campaign – 50/50 Raffle – We are continuing to push this initiative and encourage each of our directors to sell 10 tickets each.
- November 16 Sip and Stroll / Concert – Kollektive, formerly known as Fields Ensemble will be performing
- December 3 Parade – We have emailed all of our members and encouraged them to participate
- 100 Mile Yard Sale – Recap – All applications to come through the Chamber
- Georgia Peanut Festival – Recap
- Electronic Sign at the Chamber Annex

Open Discussion

Next meeting February 17 at 11:00 AM at the Chamber of Commerce (Unless otherwise called by the Chair this committee will meet on the 2nd month of the Quarter on the Third Thursday at 11:00 AM)

STOP AND SHOP SYLVESTER WORTH COUNTY WE ARE WORTH THE TRIP

Mission Statement

To initiate, coordinate, supervise and provide continuity of those activities of the Chamber that help promote tourism in our community

Submitted By: Kayla Pierson

ACTION ITEMS:

- Historical Walking Tour
- Stop & Shop Fans
- Camera Ready
- Social Media Posts/Share
- Community Magazine Distribution