

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
RETAIL/TOURISM MEETING MINUTES
February 17, 2022
11:00 AM – CHAMBER OF COMMERCE

The following committee members were in attendance **Debbie Bridges, Jean Brooks, Ashley Giddens, Chasley Green, Leah Orr, Karen Singletary**. Staff: **Emily Castleberry, Karen Rackley**.

- **CALL TO ORDER** – Jean Brooks called the meeting to order at 11:04 AM.
- **AGENDA-** Karen Singletary motioned to accept the agenda with an addition of an Ornament to the new business. Ashley Giddens Seconded the motion. The motion passed unanimously.
- **MINUTES** – Ashley Giddens motioned to accept the minutes as submitted. Karen Singletary seconded the motion. The motion passed unanimously.

Guest: Jennifer Clark WALB – Quarterly Spotlights

Liz Knight

- Liz Knight presented the streaming platform package options for quarterly spotlights to the committee for consideration. Mrs. Knight will email the information to the chamber to submit to the committee. The committee will review these options and choose the best one.

OLD BUSINESS:

- **Website** – Places to go – Things to do page – The website was presented to the committee for review and they were asked to thoroughly look over the websites and the links and submit their suggestions at our next meeting.
- **Geo Cashing** – This project is ongoing, and we are receiving emails about people in the community and all over the country finding them while passing through.
- **Social Media – Chamber Group Page Dedicated to Chamber Members – Engagement Crucial-** The committee members were encouraged to share and like things from our page to improve engagement with all our events and important information.
- **Community Calendar-** Committee was encouraged to submit all their events to the calendar.
- **Stop and Shop Fans** – Business with a current logo will be contacted first to see if they would like to sponsor the new ones. Then we will open more sponsorships as they become available.
- **Community Magazine Update** - Completed – The staff is in process of delivering to all our Advertisers. The committee was encouraged to take a few with them, for their business.

NEW BUSINESS:

- **Ornament Series-** The Train – The Stadium – The Library (Needs and updated picture) – Christmas Lights - \$2,000 for 200. Businesses can purchase them from the chamber for \$11. Sell for \$21 to make profit. Motion made by Karen Singletary to take this to the Executive Board for approval. Debbie Bridges seconded the motion. The motion passed unanimously.
- **Website overview-** The website was presented to the committee and reviewed. They were asked to thoroughly look over the websites and the links to see if any changes need to be made and submit at next meeting.
- **Stop & Shop Local Campaign – 50/50 Raffle** - Selling tickets all year long. Give each committee member a few tickets to sell at their business. Encouraged committee to spread the word.
- **Electronic Sign at the Chamber Annex-** Motion made by Ashley Giddens to take this to the Executive Board for approval. Chasley Green seconded the motion. The motion passed unanimously.
- **City of Sylvester Brochures – Reorder** – Put a QR code with all our listed businesses on the new brochure. Reorder after Karen Singletary gets a new list of businesses.
- **Map-** Redoing the maps with all the road names on it. Adding it to our website through an interactive map. Advertisers for map will be listed. Starting up in March.
- Open Discussion

Next meeting [REDACTED] 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

Action Items:

- Art Show (Lisa Davis)- She has a list of artists available for this event. Take this to EDA for approval.
- Peanut Drop
- Discuss with Executive Board
 - Ornament Purchase
 - Chamber Annex Sign
- Make sure to get the list of businesses from Karen Singletary. Create a QR code with the full list.
- Stop and Shop Fans