

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
RETAIL/TOURISM MINUTES
November 12, 2020
SYLVESTER-WORTH COUNTY CHAMBER/ EDA

The following committee members were in attendance: Jean Brooks-Chair, Laura Searcy, Lisa Davis, Melvin Harris, Lisa Davis, Staff-Karen Rackley

CALL TO ORDER- The meeting was called to order. Jean Brooks presiding. Prayer and pledge led by Jean Brooks.

AGENDA Melvin Harris made a motion to accept the agenda as submitted. Debbie Bridges seconded the motion. The motion passed unanimously.

MINUTES- There were no minutes to approve at this meeting.

OLD BUSINESS:

- Website - Karen asked the Committee to review the website and make any comments and suggestions for changes and send them into us for review.
- Community Calendar - Karen reminded the Committee the Community Calendar is for the whole community to use. Please help get out the word to use the calendar for future events.
- Post Cards / Brochure – CANVA – Kayla Pierson – ONGOING Project - Kayla updated the Tourism Committee on our ability to make brochures for the County and City of Sylvester. Karen asked the Committee to email pictures or points of interest they would like to see on the brochure to us for review.
- Camera Ready – Trinity Archer - Ongoing Project - Trinity will be working on getting our Camera-Ready Status updated. Please submit any photos that would be of interest to a future film crew / movie. We will need to have owner's permission as well as coordinates to the property to be able to upload to the site.
- Geo Cashing – Ongoing Project - Our Geo Cashing sites have gotten several visits in the last year. We are updating the sites quarterly.
- GA Peanut Festival – Cancelled – 1st meeting for 2021 Festival will be January 20, 2021 at 4 PM
- 100 Mile Yard Sale – Less Vendors / Covid Video/Guidelines / Stores did better sales than last year
- Charging Station – On hold till we hear about Grant from MainStreet
- Penny Press Machine – Has been ordered Waiting on Proof for 4 designs – Train, Courthouse, Peanut Man, and Fish
- COVID-19 and Tourism - The CDC Guidelines need to be followed and parties of over 50 people are still prohibited.
- Follow us on Facebook/Twitter and Instagram – Group Page is updated and is being used for events and to help get the member opportunities, sales, and products.

Facebook: Sylvester-Worth County Chamber of Commerce

Instagram: swcountychamber

Twitter: swcountychamber

#swcountychamber #sylvestersworthcountychamber #worththetrip #worththevisit #stopandshopsylvestersworthcounty

- Member Testimonies – Video's – We have 4 to date and will continue after Thanksgiving

NEW BUSINESS:

- Community Magazine – Contract - Will start to get advertisements in January of 2021 Magazine to come out in June – Theme Based – What do we want to see. The group discussed several different topics but what was decided on was Plant the Seed/Watch it Grow/Reap the Benefits in Sylvester-Worth County.
- Updated Restaurant Guide – We are updating the Restaurant Guide every quarter.
- Historical Downtown Walking Tour – We have an Intern from ABAC working on a Walking Tour of our Downtown. Once finalized we will bring to the Committee for review.
- Add in the Southern Living Magazine – Shop Local – The City of Sylvester is being highlighted in the Southern Living Magazine and the Chamber has an add going in that edition.
- Banners for Isabella Street and Streets in Sylvester not Downtown – Shop Local / Possible Sponsorships for Banners
- November 19, 20 & 21 Christmas Open House Downtown – Sip and Stroll November 20
- December 4, 2020 – Christmas Parade – Working on Map for Downtown

- Christmas Clearing House - We are beginning to get donations and will begin signing up applicants next week.
- Open Discussion

Next meeting February 18, 2020 at 11:00 AM. 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