

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE  
RETAIL/TOURISM MINUTES  
February 18, 2021  
SYLVESTER-WORTH COUNTY CHAMBER/ EDA

The following committee members were in attendance: Debbie Bridges, Melvin Harris, John McPhaul, Ashley Giddens, Karen Singletary, and Staff-Karen Rackley

**CALL TO ORDER-** Debbie Bridges called the meeting to order and led the meeting with a Prayer and pledge.

**AGENDA / Minutes-** John McPhaul made a motion to accept the agenda and minutes as submitted. Ashley Giddens seconded the motion. The motion passed unanimously.

**Guest: Corey Holman – Grace Life Marketing - Mr. Cory Holman spoke with our group on doing some video’s for the community. The video’s will be sponsored, and they will feature different aspects of our community’s appeal. We will begin with Agriculture and move on from there. Different themes, quality of life, small business community, things to do, RAMTech, WC Schools. Karen will send Mr. Holman a sample letter of what we can send out to the potential sponsors of the Video’s. Mr. John McPhaul pushed the RAMTech video to begin with. Since March is Ag Month the committee felt it would be good to start with Ag.**

**OLD BUSINESS:**

- **Website** – Places to go – Things to do page – Committee Input – Ongoing – Karen stressed Committee input is especially important as the staff uses the pages daily. Please visit the page and send any suggestions to [info@swcountychamber.com](mailto:info@swcountychamber.com) Karen impressed upon the committee that committee input is very important. Please review the webpage and submit any suggested changes to [info@swcountychamber.com](mailto:info@swcountychamber.com).
- **Geo Cashing** – Is ongoing and all the Cashes have been updated and refreshed. We get several visits a week to our geocaching sites.
- **Social Media – Chamber Group Page Dedicated to Chamber Members – Engagement Crucial- Again Committee Director and Ambassador’s input is critical. Please like and share the posts as they come out. The more engagement the more value our membership sees.**

**FOLLOW ON FB, Twitter, and Instagram - UPDATE**

Facebook: Sylvester-Worth County Chamber of Commerce

Instagram: [swcountychamber](#)

Twitter: [swcountychamber](#)

[#swcountychamber](#)

- **Community Calendar-** Ongoing - PLEASE submit ALL Calendar of Events to the Calendar. The more we have the more the community is engaged. It also works as a mechanism for choosing dates for events.
- **Camera Ready Site** – Committee – Ongoing project with Trinity Archer. Please submit any pictures to [info@swcountychamber.com](mailto:info@swcountychamber.com). The only requirements are permission from Property Owner to post and longitude and latitude.
- **Rack Cards/ Post Cards / Brochures-** Ongoing project. Samples were submitted to the committee for approval. Once the format is approved, we just need the information we want on the brochures as well as updated pictures.
- **Penny Pinch Machine** - Now presides in the Lobby of the Chamber. It is a huge success with the community. We have even discussed letting it travel.
- **Car Charging Stations** – Have been purchased and the City will work to get them put in. The Charging Station the Chamber purchase was proposed to go in the green space of the parking lot for the Courthouse in place of the bushes. The cars could pull parallel to the stations to charge. We can do QR Codes on the Station itself on Restaurants, Retail etc.

**NEW BUSINESS:**

- **Stop & Shop Local** - Our ongoing campaign is a big success with our small businesses. We have gifted out over \$1,000.00 in gift cards in the past year to be used with our Chamber Members.
- **Valentine Basket Give-A-Way-** The staff was tasked with a give-a-way that would engage businesses as well as the community at large. Over 50 businesses participated, and the basket’s worth was over \$1200.00. To be eligible you had to like the post, tag 3 people, like the post on Instagram and give a shout out to your favorite small business.

- **Historical Walking Tour** – Ongoing project and we will try to finish within the year. The goal is to have a Historical Walking Tour Downtown and incorporate the Taste of Worth.
  - **Stop and Shop Fans** – We still have our fans from 2020 because all events had been cancelled. We will redo in 2022.
  - Video – Sylvester Worth County – Guest Cory Holman will get back with us for the cost of video's we are looking at doing as a community project.
  - **The Game of Worth** – The Game of Worth is a Monopoly Game and the spaces can be sponsored by businesses. Since we have the Video's and Magazine, we will be working on this year the committee decided to table till next year.
  - **Dental Partners Ribbon Cutting March 3, 2021 at 1:30 PM.**
  - Karen Singletary has several events planned for Downtown Sylvester. She had to redo her Mainstreet Facebook Page. Please like and Share the page.
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- Open Discussion

***Next meeting May 20, 2021 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

#### ACTION ITEMS:

#### ONGOING:

- Brochures/Pamphlets/Post Cards
- Stop & Shop Campaign
- Camera Ready
- Social Media Posts/Share

#### Follow UP

- Grace Life Marketing – Video's
- Eli – Peach State Publications – Magazine
- Car Charging Stations