

South Carolina Nature Based Tourism Association

Quarterly Board Meeting

5/9/19

Board members in attendance: April Turner, Peach Morrison , Mary Ann Keisler , Les McCall, Rachel Murdy, Vicki Loughner, Lynne Moore, Jayne Baker

Meeting called to order: 10:10am

Items of Discussion:

- I. Reports: Mary Ann gave the financial report, stating that SCNBTA currently has a balance of \$9,496.41 in the general checking account, plus ~\$800 in the PayPal account. April noted that the annual conference date is set as November 6-7, 2019, with details having been emailed out to all board members.
- II. Paddlesports: April informed the board of discussions between SC Paddlesports Industry Association and SCNBTA board members. The SCPIA, per leaders Jeff and Ralph, is disbanding, and interested in moving funds and members under the SCNBTA. However, Jeff informed April that there were “caveats”, which included a request to establish a Paddlesports subcommittee under SCNBTA. He also stated that SCPIA would like for the money transferred to SCNBTA to help maintain the Paddlesports site, as they had just updated a 2 year maintenance plan per GoDaddy. SCPIA would like paddlesports membership money to go towards maintaining that site in the future. Jayne stated that she would ask Jeff for an official written proposal before moving forward with more discussion between SCNBTA and SCPIA.
- III. Membership: April reported on membership, stating that SCNBTA currently has 46 members, though not all represent “money in hand,” as some are ‘reciprocal’ memberships (SCPRT, DNR, etc.). April stated that there are issues with people getting notifications for renewal, and opened the discussion further on reciprocal memberships. Membership renewals are slated to go out in July, and the decision was made to invoice SCPRT and SCDNR. Mary Ann noted that her office had designed past membership fliers, and would happily provide the document for someone to use again to send to members or prospective members.
- IV. SCNBTA Annual Conference: Light discussion about Conference details. Jayne noted that she had secured Heather Heuman with Sweet Tea Social Media Marketing to speak at the conference, for a deeply discounted rate.
- V. Committee Updates: There was extensive discussion on committees and assignments. Details can be found on the presented “Committee Tasks and Goals” handout.
 - a. Conference Committee- Chair was changed from April to Jayne. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - b. Finance Committee- Mary Ann will stay as Chair, and no changes were made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - c. Membership Committee- Chair was changed from Kristina Wheeler/Kathie Livingston to April. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.

- d. Scholarship Committee- Chair was changed from Kathie Livingston to Amanda Stroud. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - e. Trade Show Committee- Chair was changed from Kathie Livingston to Dana and Ben. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - f. Social Media and Marketing Committee- Changes were made to the Committee, with the elimination of the redundant 'social media,' thereby creating simply the "Marketing Committee." This committee will hereafter be known as such, and will include all forms of marketing, including social media. The Newsletter Committee was moved under the Marketing Committee umbrella. Chair of the Committee was changed from Dawn Mears to Les McCall and Rachel Murdy, acting as co-chairs. Rachel was to discuss the newsletter with Jayne, and Les to discuss the website with April for details. "Website" was added to the list of Objectives stated in the handout.
 - g. Newsletter Committee- Was moved under the Marketing Committee umbrella, with Rachel Murdy tasked with creating the newsletter.
 - h. Policy Committee- Peach to stay as Chair. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - i. Nominating Committee- Chair was changed from Kathie Livingston to Amanda Stroud. There were no further changes made by the board to the presented Goals, Objectives and Tasks as detailed in the handout.
 - j. Executive Committee- No changes made.
- VI. Website Discussion- The board discussed our current website, which is outdated and functioning poorly. The decision was made for April to try to add a note to the website that a new one was being built. Website discussion led to the following "wishlist" for the new site:
- a. Integrated newsletter
 - b. Conference Registration
 - c. Events Calendar (debated)
 - d. Membership section
 - e. Social Media Links
 - f. PayPal link
 - g. Discussed platforms for the news site: Wordpress, Strikingly, WIX
- April noted that she had gotten a quote from Lynn Fuhler at Flying Compass Inc., to do a website overhaul for SCNBTA at a reduced price. The quote ranged between \$3k-\$5k. April, Rachel and Les were to discuss and decide if this is a good option to pursue.

Meeting Adjourned: 12:00pm

Respectfully Submitted,

Les McCall, Secretary, SCNBTA