**Minutes of the Development Committee of the Patriots Point Development Authority, 1:30 P.M., Thursday, September 19, 2019, Leadership Training Facility, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina**

COMMITTEE MEMBERS PRESENT: Wayne Adams, *Chairman*

Susan Marlowe

Eddie Taylor

COMMITTEE MEMBERS NOT PRESENT:

PPDA STAFF PRESENT: Larry Murray Bob Howard

Rob Clark

Chris Hauff

Kayla Halchak

Jessica Steinberg

Heather Kellerman

Cole Futch

Brooke Griffin

Nicholas Fabian

OTHERS PRESENT: Bill Craver, *Legal Council*

Phil Wagoner, *Legal Council*

Mr. Wayne Adams called the meeting to order at 1:30 P.M.

Prior to the meeting, a copy of the proposed meeting agenda was distributed via electronic mail to committee members, media and designated guests.

1. **APPROVAL OF AGENDA**

The motion to approve the agenda as presented was approved unanimously.

1. **APPROVAL OF PREVIOUS MINUTES**

The motion that the previous minutes be approved as presented was approved unanimously.

1. **REPORT FROM MARKETING, COMMUNICATIONS AND SALES DEPARTMENT**

Mr. Rob Clark reported that Brooke Griffin started as the Social Media Coordinator, and that Kayla Halchak will be leaving Patriots Point.

1. First Responder Ticket Pricing- Proposed pricing for veteran and first responder tickets is $21 for general admission, Larry said that it would help with our image and asked Rob where the $3 coupons go, Rob has no way to track that. Motion made to present to the board to have discount tickets for $21 for veterans and first responders was motioned by Mr. Eddie Taylor and seconded by Ms. Susan Marlowe and passed unanimously. Mr. Taylor and Ms. Marlowe both said that this needs to be promoted and the people told.
2. RFP- At MMO, existing agency over, purchase order in place with state, first draft will be this week, change the way the system is graded to level the field for other interested parties, will have a package put together with numbers and will work Addwords and website development into new contract, will clean the contract up, all change orders must be signed by PPDA and will have a fourth/fifth year 1year renewal/extension option.
3. Earned Media, Hurricane- Chris Hauff is flying to a Rotary Club in Florence, an education story (per Ray) was put out with press release, in the Business Journal, Post and Courier will have an in depth report Monday- Emily met with Keith, PPDA received $54,000 in earned media for Dorian, Larry had an interview with NBC, very good earned media for the 9/11 Silent Walk that ended at Patriots Point,.
4. Survey- questions are being finalized, docents ask when guests come and leave- how they got here, their opinions, etc.
5. Patriots Point Marketing and Sales Numbers- paid attendance is up 1158 from July to August, campers up 48, revenue is $42,111, the gift shop is up1881, and parking is up $285, Mr. Taylor asked if this was over last year, Rob said Patriots Point is up 4% over last year, camping numbers are increased, day groups are showing a 78% increase (tour, private and school).
6. Membership Status- Rob said they are working with Allison and Larry on how to build it, how it would work if split the foundation money, if the money goes to Patriots Point for all the work or go through the Foundation and the support from Patriots Point is compensated, Ms. Marlowe asked who “they” were and Larry shared it was the Foundation, Heather said that there is currently a membership program in place through PPDA, Larry asked what the value added was and Ms. Marlowe asked what you get with membership, Heather explained the different levels and what you get with each tier.
7. Draft Annual Programming- looking at month/quarter/annual events to appeal to broader group/audience Kayla said that as a team, they are brainstorming what events people would come to, targeting local and younger people, planning for the year (Black History Month- February), signature events like July 4th and a ghost ship, partner with local breweries and attractions, will fold in education and events to add elements, met with girl scouts to build relations, looking at resources-boat parade, with flight deck viewing party and girl scouts get a “look in” with $20 tickets- easy win, Larry asked about the prices of membership and Heather said they were $50-100 for different levels and individual and family, Ms. Marlowe asked what you get for the $50 and the $100, Larry asked how many memberships there were currently and Heather offered 295 and that the Admiral Level for a family was $130.
8. Vacant Positions- Kayla is leaving, the group sales manager position was offered and accepted and will start either the 2nd or the 17th, the group sales coordinator is the public side.
9. **PUBLICE COMMENTS**

There were no public comments.

1. **EXECUTIVE SESSION TO DISCUSS LEGAL AND CONTRACTUAL MATTERS PERTAINING TO PROPERTY AND OTHER CONTRACTS**

Mr. Taylor made a motion that the Committee enter into Executive Session to discuss legal and contractual matters pertaining to property and other contracts. Ms. Marlowe seconded the motion, which passed unanimously. The Committee entered Executive Session at 2:00 P.M.

The Committee came out of Executive Session at 2:30 P.M. No motions were made and no votes were taken in Executive Session.

1. **ADJOURNMENT**

With no further business, the meeting was adjourned at 2:31 P.M.

Jessica Steinberg Larry Murray

Recording Secretary Executive Director

**Recording note: These minutes do not reflect a verbatim transcript. A taped recording of this meeting is maintained for record purposes.**