

**Development Committee of the Patriots Point Development Authority, 11:30 AM, Thursday, June 2, 2022, Leadership Training Facility/virtual, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina**

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COMMITTEE MEMBERS PRESENT: Wayne Adams, *Chairman*  
Susan Marlowe

PPDA STAFF PRESENT: Rorie Cartier, *Executive Director*  
Tiffany Sanchez, *Executive Assistant*  
Matt George, *Marketing Manager*  
Mayci Rechner, *Public Information Officer*  
Terry Ansley, *Property Manager*  
Mike Hastings, *Operations Director*  
Chris Hauff, *Director of Marketing*  
Gina Zahran, *Director of Visitor Services*  
John Willman, *Video Producer*

OTHER MEMBERS PRESENT: Bill Craver, *counsel*

Committee Chairman Wayne Adams called the meeting to order at 11:30 AM.

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

**A. APPROVAL OF AGENDA**

The agenda was approved with no further amendments.

**B. APPROVAL OF PREVIOUS MINUTES**

The minutes were approved as presented.

**C. REPORT FROM PROPERTY DEVELOPMENT DEPARTMENT**

Mr. Terry Ansley reported the following:

- Phase II of the Charleston Battery reconstruction will begin in the off-season. They are improving the emergency access, rear parking lot, adding in wood deck for observation, and a training facility. Mr. Ansley will provide the Board precise temporary lot numbers prior to the Board's vote.
- Harborside Terrance is renovating their outdoor seating spaces
- We are working on the 2022 Parking Plan with Bennett Hospitality. A Zoom call will take place with them every two weeks moving forward.
- Hardscape work is being done on the interstate reconstruction project and is estimated to start in September 2022.

- Synchronicity Landscape Architectural firm has been engaged with landside planning programming. They will be asked to attend the next Board meeting in July 2022.
- We engaged in a Community Partnership project with East Cooper Center for Advanced Studies; architectural students are assisting with floor planning on a live-project. Including Lucy Beckham and Wando High school. They will be asked to attend the next Board meeting in July 2022.
- The last of the landside offices are being moved.

#### **D. REPORT FROM MARKETING AND SALES DEPARTMENT**

Chris Hauff reported:

- Budget goals for the year have been surpassed
- \$150,000 and 11,263 visitors with one more month left.
- Friends of the Fleet pass prices will increase and Captain's Tours have done extremely well. We can no longer offer free parking with passes but we may offer value or Jockos Chocos cookies instead.
- There is an ongoing concern about inflation (i.e. gas prices); which affects our guests.
- The most significant change has been separating our Sales and Ticketing departments from Marketing.
- We're working on a new website, brand marketing, and a customer research study with Daniel Guttenberg with the College of Charleston which helps with developing a marketing strategy.
- Events are being scheduled with the theme "The Fighting Lady Turns 80" including a Textile Exhibition Gala being planned for April 15, 2023.
- We are preparing for our 4<sup>th</sup> of July event, selling at \$25 per person on the flight deck.
- The Town of Mt. Pleasant may be paying for road signage.
- \$150,000 has been allotted to ads which was invoiced through the Yorktown Foundation.

Mayci Rechner reported:

- Memorial Day celebration coverage was great and social media engagement is strong.

#### **E. DRAFT BUDGET REVIEW**

Mrs. Gina Zahran reported:

- The Visitors Services department now includes Operation Overnight, the Volunteer dept, Ticketing, and Group Sales.
- Budget for Personnel Services: The Ticketing Manager, Group Sales Manager, and Volunteer Coordinator positions still need to be filled.
- Budget for Contractual Services: Galaxy costs \$71,000 and \$40,000 of that is to renew Gateway, the point of sales ticketing system we've used for the past ten years. It's expensive, robust, and difficult to use technology. Continuous training of our staff on the system is vital. We will be reviewing other point of sale systems in the meantime.
- The remainder of the \$71,000 will cover the \$4,000 needed for the NTA Conference, department supplies, and \$20,000 for Visitor Services activities, t-shirt/Volunteer uniform replacement, and \$24,000 for travel to group sales conferences.
- Events are being kept under Operations Director, Mr. Mike Hastings department budget.

#### **F. PUBLIC COMMENTS**

There were no public comments.

**G. ADJOURNMENT**

There were no votes or actions taken in Executive Session. With no further business, the meeting was adjourned at 12:21 PM.

Respectfully submitted,

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Tiffany Sanchez, *Recording Secretary*

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Rorie Cartier, *Executive Director*

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