

Minutes of the Development Committee of the Patriots Point Development Authority, 1:30 P.M., Thursday, May 20, 2021, Leadership Training Facility, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina

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

COMMITTEE MEMBERS NOT PRESENT:

PPDA STAFF PRESENT: Sis Reda
Jessica Steinberg
Mike Hastings
Katisha Beanland
Cole Futch
Kevin Sutton
Chris Hauff
Allison Hunt
John Willman
Terry Ansley
Keith Grybowski

OTHERS PRESENT:

Mr. Wayne Adams called the meeting to order at 1:29 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.

A. APPROVAL OF AGENDA

Mr. Wayne Adams moved to amend the agenda to add Item E for Property Management Report and Temporary Facility Update.

B. APPROVAL OF PREVIOUS MINUTES

The previous minutes were unanimously approved as presented.

C. REPORT FROM MARKETING AND SALES DEPARTMENT

Chris Hauff gave an update on April's report. Hiring is difficult; Veresa was hired as the Ticketing Manager to start July 2. Sis Reda reported on the Food Truck Program. Each truck is given two trial visits and then an MOU is signed for 10% of their revenue. So far, \$1330 has been collected and another check is coming this week. The ice cream truck that has come has done well, selling \$7800 in April. Mr. Wayne Adams asked if Bill Craver had looked at the MOU's with the food trucks, to which Chris replied that Royce Breland had looked at them. Mr. Wayne Adams would like the attorney to have a look at the MOU's being presented. Day group numbers are better. There is a new tour of the Hangar Deck and Flight Deck scheduled to launch in June. Kevin Sutton's conference with tour operators and the CVB went well. To help explain the crazy numbers for the April marketing, a video was shared.

D. DEPARTMENT BUDGET PRESENTATION

Mr. Chris Hauff continued his update and began his budget presentation. Chris gave numbers and examples. The main point he asked the committee to consider was that the ads and marketing were not

just “spend” but to look at them as an investment. Mr. Wayne Adams asked if there were any questions, Ms. Susan Marlowe said it was impressive.

E. PROPERTY MANAGEMENT REPORT AND TEMPORARY FACILITY UPDATE

Mr. Terry Ansley reported on the temporary office facility options. There are four options currently available: 1) move off campus/property, 2) become a tenant of Patriots Annex and trade lease for space, 3) have a temporary facility built or 4) move offices onboard the Yorktown as Eruditio will be out of their space in June. It is looking like notice will be received in the fourth quarter then we will have 15-17 months to vacate, putting us out in January-April 2023. Mr. Wayne Adams expressed concern over the location of the gift shop, admissions and the Ft. Sumter window as that is a 6,000 sq. ft. building. According to Bennet Hospitality, they can spare that building for most of the infrastructure. Further discussion ensued regarding the gift shop being smaller and online, with a suggestion from Ms. Susan Marlowe that another museum sells their gift shop items in subject matter scattered around the museum. The Charleston souvenir items are the highest selling items. Mr. Wayne Adams expressed the urgency of needing to know what the plan is because if notice is given this October, then we will be on the clock.

F. MEMORIAL BRICK PROGRAM CONCEPT (Allison Hunt)

Ms. Allison Hunt started the conversation about the Legacy Brick Program. This is a great fundraising opportunity, and timing is good with the new construction. There are drawings; a lot of information is provided/available. Mr. Wayne Adams asked about the proposed location, which would be the head of the pier on either side, potentially in the amphitheater or a Vietnam veteran area. Mr. Mike Hastings said that programs of this nature are wildly popular and usually run in 18-month campaigns. Ms. Susan Marlowe suggested gardens, different areas separated for groups, etc. Mr. Wayne Adams said that this would be presented to the board tomorrow morning.

G. PUBLIC COMMENTS

There were no public comments.

G. ADJOURNMENT

With no further business, the meeting was adjourned at 2:35 P.M.

Jessica Steinberg
Recording Secretary

Mike Hastings
Acting Executive Director

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