

Minutes of the Patriots Point Development Authority 522nd Board Meeting, 9:30 A.M., Friday, September 17, 2021, Leadership Training Facility, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina.

MEMBERS PRESENT: Wayne Adams, *Vice Chairman*
Darwin Simpson
Mayor Will Haynie
Pat Waters

MEMBERS NOT PRESENT: Susan Marlowe
Zeb Williams

STAFF PRESENT: Rorie Cartier, *Executive Director*
Jessica Steinberg, *Executive Assistant*
Nick Magar, *Chief Financial Officer*
Mike Hastings, *Operations Director*
Keith Grybowski, *Education Director*
Melissa Buchanan, *Curator*
Sarah Edmiston, *Camping Director*
Chris Hauff, *Marketing*
Katisha Beanland, *Marketing*
Cole Futch, *IT Director*
Kristi Matie, *Marketing*
Mayci Rechner, *Marketing*

OTHERS PRESENT: William Craver, *Legal Counsel*
Brandon Dermody, *Southern Strategy*
Allison Hunt, *Yorktown Foundation*
Thom Ford, *Volunteer Coordinator*
Rachel Brennan, *Yorktown Association*

Mr. Wayne Adams called the meeting of the Board to order at 9:30 A.M.

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

Mr. Wayne Adams welcomed everyone to the Board meeting.

A. ADOPTION OF PROPOSED AGENDA

Mr. Wayne Adams asked for any changes to the proposed agenda. A motion was made to move item I. APPROVAL OF RESTARTING OVERNIGHT PROGRAMMING to item G. after the OVERNIGHT PROGRAMMING PRESENTATION and have the following items change as needed. The agenda was unanimously approved as presented with the amendments.

B. APPROVAL OF PREVIOUS MINUTES

Mr. Wayne Adams asked for any changes to the minutes presented. There being no proposed changes, the minutes were unanimously approved as presented.

C. COMMITTEE REPORTS

1. Education, Museum Services and Overnight Camping Committee- Mr. Wayne Adams reported that information from this committee would be presented later in the meeting according to the agenda.

2. Development Committee- Mr. Wayne Adams reported that this committee did not meet.

3. Facilities and Operations Committee - Mr. Darwin Simpson reported that this committee did not meet. He did share several updates regarding the work on the flight deck. Sherwin Williams (paint) has a paint shortage, so this project is on hold.

4. Finance Committee - Mr. Darwin Simpson reported last month was good with a profit of \$250,000 despite schools starting and attendance being down. People tend to spend an average of \$35. There were about \$18,000 less in tickets sold. The capital reserve is at \$7,235,000 and cash on hand is \$8.4 million, not including the \$700,000 from rent. Mr. Wayne Adams made a note that the August figures were normal for this time of year.

D. EXECUTIVE DIRECTOR'S REPORT

Mr. Rorie Cartier reported the following:

- Attendance numbers are down, but revenue is up. The museum is equal to 2019 numbers.
- Strategic planning, he will work with the Yorktown Foundation to go forward
- A bound copy of the financial audit has not arrived yet, but there are no issues. This can be mailed to board members if they choose.
- There will be a proposal for an updated budget
- The lease amendments between PPDA, GALIC and AFG were approved by SFAA.
- The museum is an exhibitor for a symposium collaboration with NPWM
- Work continues on exhibit content with the education department and the curator working on an interpretive plan
- Education programming was beta tested on 9/11 with a hands-on history table
- A committee for events and education public programs has been formed.

E. MARKETING PRESENTATION

Chris Hauff gave a presentation of what was given to the board in the director's report. The focus will be a strategy of efficiency. A booklet was given to the board containing the marketing plan highlighting goals of the department in regards to numbers and events. Southern Living Christmas, the cookie program, is to be launched Valentine's Day. Mr. Pat Waters asked if the POW event was announced. There is digital awareness as there is no onsite event. The effectiveness of billboards for advertising was brought up.

F. OVERNIGHT PROGRAMMING PRESENTATION

Sarah Edmiston presented the new overnight programming. There will be focus groups in November and December, used to update marketing, pictures and filming. Mr. Pat Waters asked about the catered meals, who pays for that. Each group is responsible for paying Hamby directly.

G. APPROVAL OF RESTARTING OVERNIGHT PROGRAMMING

Mr. Wayne Adams offered a committee resolution for the board to approve moving forward with the plan to restart overnight programming. There is no second needed since the motion comes from a committee. The resolution passed unanimously.

H. UPDATED BUDGET PRESENTATION

Rorie Cartier discussed a revised budget, as the current budget was approved before he arrived and the new budget, based on all of the changes looks better. The ticket price increase was not accounted for, and camping is not open in October. There will be salary changes – two positions to be brought on for visitor services and a registrar, bring back museum services and the volunteer coordinator (the Yorktown Foundation has been paying that position), budgeted aircraft restoration on the flight deck with assistance from the Foundation. The executive office budget is to include memberships and institutional development. Education will have \$20,000 for public programming. The camping budget has increased by \$5,000. Bonuses are requested for Full Time staff to account for the record months. The updated budget will include the Laffey Loan repayment

I. APPROVAL OF UPDATED BUDGET

Mr. Pat Waters made the motion to approve the updated budget, Mayor Will Haynie seconded the motion with a question if the state allows a bonus, which they do. A question was asked if the Laffey Loan was an interest payment or to the principal. Mr. Wayne Adams stated that there was a proviso written to apply to next year and the state delayed it because of corrections. The museum is able to pay what is needed. The motion, after discussion, passed unanimously.

J. PUBLIC COMMENTS

There were no public comments.

K. EXECUTIVE SESSION FOR THE PURPOSE OF DISCUSSING CONTRACTUAL, LEGAL AND PERSONNEL MATTERS PERTAINING TO PATRIOTS POINT DEVELOPMENT AUTHORITY.

Mayor Will Haynie made a motion for the Board to go into Executive Session to discuss contractual, legal and personnel matters pertaining to Patriots Point Development Authority, which motion was seconded by Mr. Darwin Simpson, and passed unanimously. The Board moved into Executive Session at 10:12 A.M after a five minute recess.

The Board returned from Executive Session at 10:30 A.M. No motions were made and no votes were taken in Executive Session.

A resolution came before the board to make Rorie Cartier, Executive Director, the Secretary of the Board. Mr. Darwin Simpson seconded the motion which passed unanimously.

L. ADJOURNMENT

With no further business, the meeting was adjourned at 10:31 A.M.

Respectfully submitted,

Jessica Steinberg, *Recording Secretary*

Rorie Cartier, PhD., *Secretary*