

Minutes of the Patriots Point Development Authority Development Committee Meeting, 2:00 P.M., Thursday, January 16, 2024, Patriots Point Boardroom, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina.

COMMITTEE MEMBERS PRESENT:

Wayne Adams, *Chair*
Susan Marlowe
James Smith

STAFF PRESENT:

Allison Hunt, *Executive Director*
Chris Hauff, *Chief of Staff*
Nick Magar, *Chief Financial Officer*
Gina Zahran, *Visitors Services Director*
Sam Elkin, *Marketing Director*
Lauren Austin, *Assistant Marketing Director*
Lori Held, *Administrative Coordinator*

Chairman Wayne Adams called the meeting to order at 2:00 P.M.

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

A. APPROVAL OF AGENDA

The agenda was approved as presented.

B. APPROVAL OF PREVIOUS MINUTES

The minutes were approved as presented.

C. DEPARTMENT OF VISITOR SERVICES REPORT

Gina Zahran reported on the new ticket design that includes information about the Foundation and the membership program. Ms. Zahran also reported that Patriots Point hosted a memorial for longtime volunteer Stoney Bates. She reported that the Veterans History Project will continue into 2025, with two interviews conducted each month. Ms. Zahran also reported Visitor Services is working with Marketing to refine and simplify the booking process for Operation Overnight.

D. DEPARTMENT OF MARKETING REPORT

Sam Elkins reported on two major December events- Yuletide on the Yorktown and Sunday Funday. Ms. Elkins reported Pay What You Can Day will run every Saturday in January.

Ms. Elkins reported that the Medal of Honor Museum placed 9th in the Best New Museum category by USA Today 10 Best Readers' Choice Awards. Patriots Point has been nominated in the Best Ship Category. The winner of this category will be announced February 19th.

Ms. Elkins gave a presentation on the Myrtle Beach Spring Break marketing campaign.

She also reported on a special on Patriots Point created in the Czech Republic that aired across that country in December.

E. PROPERTY MANAGEMENT REPORT

Terry Ansley gave updates on Patriots Point tenants, including Patriots Annex. He reported that two license agreements, one with the College of Charleston and the Battery and one with Pinnacle Bank for the ATM are due for renewal.

Mr. Ansley reported on the relocation of the CH 46 Helicopter and the Army truck to accommodate the FRAC tanks for the remediation project. Mr. Ansley reported that a gate will be installed at the entrance to the staff parking lot in February.

F. YORKTOWN FOUNDATION REPORT

Meagan Silsby presented the Yorktown Foundation's Annual Report. She announced the addition of a new board member, Emma Dajani to the Foundation. She also gave an update on the end of year fund raising campaign.

Ms. Hunt added the Foundation will fund the restoration of the CH 46 helicopter.

G. OTHER BUSINESS

Ms. Hunt asked the committee to consider a private event ship buyout request. Mr. Adams recommended having the discussion with the full Board at the upcoming board meeting.

H. ADJOURNMENT

With no further business or public comments, the meeting was adjourned at 3:10 P.M.

Respectfully submitted,

s/*Lori Held*

Lori Held, *Recording Secretary*

c/*Allison Hunt*

Allison Hunt, *Executive Director*