

Minutes of the Patriots Point Development Authority Development Committee Meeting, 2:00 P.M., Thursday, April 17, 2025, 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*
Nick Magar, *Chief Financial Officer*
Gina Zahran, *Director of Visitor Services*
Terry Ansley, *Property Manager*
Sam Elkin, *Marketing Director*
Lori Held, *Administrative Coordinator*

Chairman Wayne Adams called the meeting to order at 1:49 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 presented the following updates:

- Kellie Kennedy has accepted the position of Ticketing and Retail Manager. This position has moved to Administration and Financial Services and will report to Nick Magar.
- The volunteers took their annual bus trip April 1-3. They had a wonderful time.

D. DEPARTMENT OF MARKETING REPORT

Sam Elkin gave the following report:

- **Events and Exhibits** - The USS *Laffey* event was a tremendous success. Ms. Elkin shared a brief video from Live 5 news coverage of the event. Sam Singewald brought his replica of the USS *Laffey*, made entirely of LEGOs, along with eight other warships to the event. Bricks & Minifigs a local toy store donated 57 gallons of LEGOs for the event. Guests could build their own Laffey model and enter to win a prize. Chris Hauff's son, Jonah won second place in the contest.
- **Agency Projects** - The Marketing team is in the process of updating the Operations Overnight webpage to include a new promotional video.

- The team is also updating our ticketing webpage.
- The pavilion wayfinding signage plan first phase will be installed in April.
- **Press and Media** - Lauren Austin and Colby Causey were interviewed by Fox News about recent Laffey events. Marketing released two press releases: - “Patriots Point and the USC Libraries Partner to Show Rarely Seen Marine Combat Footage from the Vietnam War” and “Patriots Point to Host ‘Live Like a Sailor’ Day and Memorial Ceremony Honoring the USS Laffey.”
- Ms. Elkin also gave updates to PPDA website revenue and the Mrytle Beach campaign.

E. PROPERTY REPORT

Terry Ansley gave several updates to Patriots Annex including:

- Palmetto Parking has contracted a landscaping company to maintain the grassy areas around the parking lots.
- Patriots Annex appeared before both Town of Mount Pleasant Planning Committee and Town Council pertaining to a five-year extension of the Patriots Annex Development Agreement and zoning.
- Visitor parking payments are now managed through text-to-pay in both parking lots.
- Charleston Harbor Resort and Marina are under contract with two buyers.

Patriots Point Staff Parking Lot - The gate for our staff parking lot has been installed and programming is complete. Visitor tags are being distributed. The operational start date is April 28th. Additional signage has been installed in the overflow staff parking areas along the old road. Signage is also being installed to help visitors find the temporary guest lot.

F. OTHER BUSINESS

Allison Hunt gave an update to the new Simulator and VR Experience.

G. ADJOURNMENT

With no further business or public comments, the meeting was adjourned at 2:46 P.M.

Respectfully submitted,

s/Lori Held

Lori Held, *Recording Secretary*

c/Allison Hunt

Allison Hunt, *Executive Director*