

Minutes of the Patriots Point Development Authority Development Committee Meeting, 2:00 P.M., Thursday, July 18, 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, *Administrative Services Division Director*
Gina Zahran, *Visitors Services Director*
Sam Elkin, *Marketing Director*
Terry Ansley, *Property Management*
Patty Amos, *Events Manager*
Aaron Franklin, *Technology Specialist*
Catie Turner, *Community Engagement Coordinator*

OTHERS PRESENT Kayla Halchak-Webber, *USS Yorktown Foundation*
Meaghan Silsby, *USS Yorktown Foundation*

Wayne Adams called the meeting to order at 2:08 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 that Group Sales staff are taking hospitality training through Explore Charleston. Ms. Zahran reported on new chip readers and receipt printers for Ticketing, and volunteer numbers. Ms. Zahran also reported on group photo and t-shirt options for Operation Overnight as well as a hotel outreach program through Group Sales.

D. DEPARTMENT OF MARKETING REPORT

Chris Hauff introduced Sam Elkin as the new Director of Marketing and Communications. Mr. Hauff also reported on the website launch.

Ms. Elkin reported on ticket sales strategy, website revenue, re-designed branding, and return on investment from the Crawford Marketing Agency. Ms. Elkin also reported on the 4th of July Fireworks Blast, website development, community engagement, digital signage, Google Performance Max, and pole and parking lot banners.

Mr. Hauff gave an update about the Crawford Marketing Agency.

E. PROPERTY MANAGEMENT REPORT

Terry Ansley reported on the Patriots Annex development, the parking lot, upcoming events, the annual property report, and an update on Spiritline Cruises. Mr. Ansley reported on the upcoming 8th Amendment Congressional Medal of Honor Society agreement.

F. USS YORKTOWN FOUNDATION MEMBERSHIP PROGRAM PRESENTATION FROM MEAGHAN SILSBY AND KAYLA HALCHAK-WEBBER

Meaghan Silsby and Kayla Halcheck-Webber presented on the Membership and Corporate Sponsorship program coming launching in November.

G. PUBLIC COMMENTS

There were no public comments.

H. OTHER BUSINESS

Allison Hunt reported on events restructuring.

I. ADJOURNMENT

With no further business, the meeting was adjourned at 3:38 P.M.

Respectfully submitted,

s/*Catie Turner*

Catie Turner, *Recording Secretary*

c/*Allison Hunt*

Allison Hunt, *Executive Director*