

Minutes of the Patriots Point Development Authority Development Committee Meeting, 2:00 P.M., Thursday, February 20<sup>th</sup>, 2025, Patriots Point Boardroom, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina.

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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*  
Terry Ansley, *Property Manager*  
Gina Zahran, *Visitors Services Director*  
Tamara Parker, *Visitors Services*  
Sam Elkin, *Marketing Director*  
Lauren Austin, *Assistant Marketing Director*  
Lori Held, *Administrative Coordinator*  
Kayla Webber, *USS Yorktown Foundation*

Chairman Wayne Adams called the meeting to order at 2:07 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 gave the following report:

Visitor Services is currently in the hiring process for new cashiers. These new employees will be cross-trained in the Gift Shop and Ticketing.

Ms. Zahran reported that PPDA volunteer Dave Shuler has received his 30-year pin.

The Volunteer program is being restructured to create more engagement between volunteers and visitors. The Volunteer Engagement Committee, led by volunteers, is in the process of organizing this initiative and is gathering information from other carrier museums to create the program.

Allison Hunt introduced Tamara Parker, who has moved into a newly created role as Logistics Coordinator. Ms. Parker will be responsible for group logistics throughout all programs and will be in the Visitor Services Department.

#### **D. DEPARTMENT OF MARKETING REPORT**

Sam Elkin gave the following report:

*Post & Courier* Subscriber Appreciation Day at the museum is Saturday, March 1<sup>st</sup>.

Friends of the Fleet Membership Appreciation Month starts March 1<sup>st</sup> created. As part of a monthlong slate of activities, there will be a special Membership Appreciation Event on March 28 from 6-10pm.

Allegiant Flag, a new partner, has donated all of the flags along the pier.

New informational signage has been installed along the pier. There are also new banners in Hangar Bay 2 promoting Captain's Tour, Operation Overnight, and Membership.

Marketing has updated the Visitors Guide, which will be available soon.

A new ad campaign in the Myrtle Beach area promoting Spring Break visitation will run from late February through the remainder of the fiscal year. Crawford has secured a digital screen in the luggage area of the Charleston International Airport from March through May 2025. Three new billboards are being installed: one in the Charleston area along I-26 and two in the Myrtle Beach area.

#### **E. PROPERTY REPORT**

Terry Ansley gave the following updates:

In response to visitor feedback, Bennett Hospitality has made changes to visitor parking to ease some of the parking challenges. The maximum parking rate has been reduced to \$20.00. The visitor lot has also shifted from gated to text to pay.

A gate is being installed in the employee parking lot to manage access. Implementation is expected in March.

#### **F. YORKTOWN FOUNDATION REPORT**

Kayla Webber gave the following updates:

The Foundation has gained tremendous momentum in expanding Shore Leave Lager's availability in local markets. Discussions are underway with Harris Teeter and Total Wine for statewide distribution. The Foundation receives 15% of all distribution sales, which helps with fundraising efforts. Ms. Webber thanked PPDA volunteers Mary Ellen and Geoff Bertkau for their leadership in this initiative.

Ms. Webber gave an update on the Friends of the Fleet Membership program and discussed membership month activities.

The Foundation has funded 483 scholarships to date.

**G. OTHER BUSINESS**

No other business was brought before the committee.

**H. ADJOURNMENT**

With no further business or public comments, the meeting was adjourned at 3:24 P.M.

Respectfully submitted,

*s/Lori Held*

*c/Allison Hunt*

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Lori Held, *Recording Secretary*

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Allison Hunt, *Executive Director*