

Minutes of the Patriots Point Development Authority Development Committee Meeting, 2:00 P.M., Thursday, November 14, 2024, Patriots Point Boardroom, Patriots Point Naval and Maritime Museum, Mt. Pleasant, South Carolina.

COMMITTEE MEMBERS PRESENT: Wayne Adams, *Chair*
Susan Marlowe
James Smith, *via virtual call*

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*
Lauren Austin, *Assistant Marketing Director*
Lori Held, *Administrative Coordinator*

Wayne Adams called the meeting to order at 2:02 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 Interactive Voice Response phone system updates.

Visitor Services staff and Volunteers continue training with Curatorial and Explore Charleston.

The annual Volunteer Dinner Cruise was a great success. Rich Mady was named Volunteer of the Year. Visitor Services Department now has three Docents who have been fully trained on the Ask Me About History Carts. The Bill Slater Memorial Service was well received. Allison Hunt added that the Harbor Room will be used for Volunteer Memorial Services too.

Ms. Zahran also gave updates on the Overnight Program which the board received in the Marketing Department report. Chris Hauff gave an update on the sales process updates.

D. DEPARTMENT OF MARKETING REPORT

Sam Elkins introduced her new Assistant Marketing Director, Lauren Austin.

Ms. Elkins gave updates on some of the upcoming events to include the Yuletide on the Yorktown and holiday lighting throughout the Hanger Bays. As part of this event guests can purchase one ticket for admission and the event at a reduced cost. Also highlighted is Sunday Funday. All players and coaches participating in the Carolina Invitational basketball tournament, along with their families, will attend the event on the Yorktown. In return, Patriots Point will be added as one of the event's sponsors.

Medal of Honor Museum has been nominated in the Best New Museum category by USA Today 10Best Readers' Choice Awards.

Ms. Elkins gave an update on Crawford Agency's Phase I Operation Overnight Marketing Plan.

E. PROPERTY MANAGEMENT REPORT

Ms. Hunt reported updates to the employee parking lot.

F. FOUNDATION REPORT

Meagan Silsby gave an update on the new Friends of the Fleet Membership Program that launched November 8th.

She reported on The Holes for Heros fundraising event. This was the Foundations first ever event and was a tremendous success. She also highlighted two new fund-raising initiatives: Launching Tomorrow's Leaders Preserving Our Nation's History and Festival of Wreaths.

G. PUBLIC COMMENTS

There were no public comments.

H. OTHER BUSINESS

There was no other business.

I. ADJOURNMENT

With no further business, the meeting was adjourned at 3:03 P.M.

Respectfully submitted,

s/Lori Held

Lori Held, *Recording Secretary*

c/Allison Hunt

Allison Hunt, *Executive Director*