

SC Governor's Cup Billfishing Series Advisory Board of Directors
Meeting Monday, November 6, 2023
Administration Building Conference Room
Marine Resources Division, Charleston, SC

GCAB Members Present: S. Holder, J. Kohl, B. Gressette, J. Hill, T. Gredick, H. McAlhany, S. Mungo, D. Jennings

GCAB Members by Virtual: W. Frierson, B. McClam

GCAB Members Absent: R. Rodelsperger, C. Sanders, J. Ives, C. Oxner

DNR Staff Present: A. Dukes, E. Gooding, B. Dyar, W. LaDue, E. Wait

Guests: C. Rhodes, J. Parker, C. Yeomans

Call Meeting to Order – Chairman Holder:

Chairman Holder called the meeting to order. He asked for a motion to approve the minutes from the September 11, 2023 meeting **J. Hill made a motion to approve the September 2023 minutes, B. Gressette 2nd. The motion passed unanimously.**

Public Comment: None.

D.D. Comments – B. Dyar, OFM Director:

Ms. Keppler was not able to attend. B. Dyar thanked the AB and staff for a successful Awards Reception in September and congratulated all the winners and E. Gooding on their well-deserved recognition. He provided an update on the procurement of the R/V Miss Lillian to replace the Lady Lisa in the spring of 2024.

Old Business – Sponsorship Sub-Committee:

The Sponsorship Sub-Committee and staff reviewed the conversations and discussions about potential changes to the 2024 Sponsorship levels and increasing the Wallace Pate contributions for the tournaments. The AB had extensive discussions regarding the sponsorship structure and potential expansions to the 2025 package. The changes to the Sponsorship included changing the names for the categories, removing the Newsletter level and further expansion in 2025. **A motion was made and carried unanimously to increase the tournament contributions to the Wallace Pate Fund from \$75 per boat to \$100 per boat.** Discussions continued about the Wallace Pate increase which was supported by the TC. **A motion was made and carried unanimously to update the Governor's Cup Billfishing Series sponsorship package and contractual agreement to reflect new sponsorship category names: Bronze (\$2,000), Silver (\$5,000), and Gold (\$10,000).**

New Business:

- Approval of Reappointment for Advisory Board Members
A motion was made and carried unanimously to reappoint Wesley Frierson and Douglas Jennings, pending DNR Board approval.
- Nominations and Approval for Chairman Vacancy
A motion was made and carried unanimously to appoint Billy Gressette as the new AB Chairman, pending DNR Board approval.

- Nominations and Approval for Vice Chairman Vacancy
A motion was made and carried unanimously to appoint Holly McAlhany as the new AB Vice Chairman, pending DNR Board approval.
- Nominations and Approval for New Advisory Board Member
A motion was made and carried unanimously to appoint Sean Dooley as a new AB member, pending DNR Board approval.
- 2023 Revenue Breakdown and Expenditures through September/October
Staff presented the revenue and expenditure breakdowns (through October) and provided information on expected charges and anticipated revenue.
- Social Media Review
Cameron Rhodes with The Buckskin Billfish provided an overview of social media reach in 2023. Staff and Chairman Holder reviewed the late discussion to hire Make Way Media to provide video coverage for the CBC. The video content was matched to increase social media activity. Discussions continued on how the Series could benefit from further video content and align with other Atlantic coast tournaments. A motion was made and carried unanimously to expand media coverage in 2024 to include video content. This expansion will be a part of the 2024 proposal from The Buckskin Billfish.
- 2024 Series Planning Discussion
The TC made a recommendation during their September 1, 2023 meeting to amend the current Weather Rule which is included in the contractual agreements between the SCDNR and the individual tournaments. The amendment would remove the ineligible fishing day due to a NOAA small craft advisory and allow tournament directors to establish any weather-related rules regarding eligible fish days. A motion was made and failed to amend the small craft weather rule based on a recommendation from the Tournament Committee.

Other Business:

Staff requested input from the AB on the upcoming TC agenda and discussions as they relate to potential changes in 2024. H. McAlhany requested that discussions regarding the verification of licenses and permits for participation in the Series, especially for vessels not fishing out of the host marina, be included at the TC meeting, with further discussion at the next AB meeting.

Adjournment – Chairman Holder:

The next scheduled meeting of the GCAB is Friday January 19, 2024. Chairman Holder expressed his sincere gratitude to AB, SCDNR, and staff for all their support and dedication to the Series as this meeting was his last serving the Board. He adjourned the meeting at 11:50 am.