



NWJC Joint Tourism Commission

Meeting Minutes: Special Called

July 19, 2018

Present Members: Mr. Carlstedt, Mr. Cobb, Mr. Fain, Mr. Pearson, Mr. Quigg and Ms. Warren

Absent Members: Mr. Vinson

Attendees Present: Charles Bryson, Craig McAnelly, Justin Ray, Cindy Tudor, David West and Judy Woolum,

- Meeting called to order at 11:06AM by Mr. Cobb.
- Public Request:
 - o Justin Ray presented potential option of the NWJC Tourism Commission sponsoring next year's Paint the Town program. This year's Paint the Town had 188 participants producing 38 banners with the help of 17 volunteers. Judy Woolum with Wilmore wants to participate which would estimate an additional \$2,385 which doesn't include hangers. The overall estimated asking price is \$5,400 for both communities. The board asked Mr. Pearson to send Mr. Ray a grant application to officially be able to consider the request.
 - o Judy Woolum and Charles Bryson presented funding request for More Tales – Storytelling Event in Wilmore. Judy Woolum and Charles Bryson presented funding request for More Tales – Storytelling Event in Wilmore. Mr. Bryson explained to the Commission how story telling is an art, much like how Asbury University offers digital story telling through their film program. Mr. Bryson would like this event to grow larger much like events similar in Cave Run and Jonesboro, TN. Last year (2017) was the first year with attendance of 75 people. The event did have a fee but this year will be free. Mr. Bryson stated that the city of Wilmore is contributing \$5,000 towards this and the event charges \$50.00 for food vendors and \$35.00 for craft vendors. The Commission asked where the event is being advertised and marketed towards where the response was all local newspapers and radio.
- Mr. Cobb asked the commission to review and approve the minutes from June 28, 2018 meeting.
 - o Motion made to approve the minutes by Mr. Warren
 - o Motion seconded by Mr. Quigg, motion carried unanimously
- Ms. Warren presented financials for period ending June 30, 2018. Checking Account \$52,794.39, Savings Account \$150,738.75 and the Certificate Account of \$100,000.



- Mr. Fain made the motion to approve the financials seconded by Mr. Carlstedt. The motion passed unanimously.
- Ms. Warren presented the bills for a total \$22,856.47
 - Mr. Carlstedt made a motion to approve the bills, seconded by Mr. Cobb. Motion passed unanimously.
- Mr. Pearson presented the director's report regarding web development research with different vendors: Wiser Strategies and AD-IOS Digital Media Company. Updated the Commission on the KACVB meeting hosted by NWJC. CGI Communication filming update for August 20 & 21. Mr. Pearson also presented to the board about the WTVQ - Hometown Tours segment. \$500 investment where Visit Jessamine gets Good Day KY look-live remote (3 two-minute segments), Facebook boost and feature box on wtvq.com.
 - Ms. Warren made a motion for NWJC to participate in the WTVQ segment, seconded by Mr. Carlstedt. Motion carried.
- Funding request
 - More Tales Event in Wilmore, KY. Sept 21 & 22.
 - Mr. Quigg made the motion to reward the More Tales Event request for \$2,500. Ms. Warren seconded. Motion carried.
 - KCAL – Old Time Radio. Mr. Fain requested \$6,000 to assist in the rent location of \$500.00 a month for the Old Time Radio to be able to work out of and continue theater productions. Mr. Fain asked the board to review and they have time to review before deciding.
- Ms. Warren asked the board for the authorization of the Chairman to sign Letter of Engagement between the NWJC Joint Tourism Commission and Craft, Noble & Company for audit services.
 - Mr. Fain made the motion for the chairman to sign the letter of agreement with Craft, Noble & Company.
 - Mr. Quigg seconded the motion, motion carried.
- AirBnB Tax Collection Status
 - Cindy Tudor updated the board that approximately 15 locations that she has determined. Only 3 have paid their transient tax. AirBnB does not give information out so Ms. Tudor is having to track down locations.
- Commissioners Business
 - Mr. Cobb updated the board that Denise Nelson with Chrisman Mill Winery will not be partnering with the Fiscal Court on a lease agreement with the old jail. Mr. Cobb also presented that Monica Ostendorf is up for the potential board appointment representing Daddy Joe's as the restaurant representative. Awaiting approval through the government bodies.
- Mr. Fain made the motion to adjourn the meeting at 1:54PM seconded by Mr. Quigg Motion Carried.