



## NWJC Joint Tourism Commission

Meeting: July 15, 2021

11:11AM

- Present Members: Ms. Carpenter, Mr. Cobb, Ms. Ostendorf, & Ms. Trainor
- Absent Members: Mr. Carlstedt & Mr. Fain
- Staff: Mr. Pearson
- Public:

Meeting called to order by Chairperson, Mona Ostendorf at 11:11 AM

- Ms. Ostendorf asked the Commission to review and approve the minutes from the June 17, 2021 meeting.
  - Motion made to approve the minutes by Ms. Trainor
  - Ms. Carpenter seconded the motion, minutes were approved.
- Mr. Pearson presented the financials ending June 30, 2021.
  - Ms. Ostendorf asked for a motion to approve the financials for June 30, 2021.
    - Motion made by Ms. Trainor
    - Motion seconded by Mr. Cobb; motion carried
- Mr. Pearson presented the accounts payable for a total of \$25,659.47 including bills and advertising.
  - Ms. Ostendorf asked for a motion to approve the accounts payable
    - Motion made to approve the accounts payable by Mr. Cobb
    - Seconded by Ms. Trainor, motion carried.
- Mr. Pearson presented his Director's Report to the board updating on marketing, future advertising strategies and operations. Updates on Barbasol partnership, KY Wine and Vine, Fall Festivals.

Ms. Ostendorf asked if there was any new Commissioner's Business

- Mr. Cobb announced that High Bridge Spring Water & Underground Storage will be hosting a group from NASA. Cobb also gave updates on VisitJessamine.com Bowl and advertising with Prep Spin.

Ms. Ostendorf announced the next commission meeting will be August 19, 2021.



- Ms. Ostendorf asked for a motion to adjourn the meeting at 1:21pm
  - Motion to adjourn meeting by Mr. Cobb
  - Seconded by Ms. Trainor, motion carried.