



NWJC Joint Tourism Commission

Regular Meeting: April 18, 2019 – City National Bank

- Present Members: Mr. Carlstedt, Mr. Cobb, Mr. Fain, Ms. Ostendorf, Mr. Pearson, Mr. Quigg & Ms. Warren
- Absent Members: Mr. Vinson

Meeting called to order by Chairman, Tommy Cobb at 11:05AM

- Public Comment:
 - Bryan Pettigrew and Barbara Rubin from the PGA Barbasol Championship gave the Commission updates over the tournament. Many new changes this year to the event including parking at Southland, marketing strategies and ambassador program. Lexus is the biggest partner again this year and Bluegrass Hospitality Group. Tickets go on sale May 1st for online. Mr. Pettigrew informed the board that he has been working with Mr. Pearson on partnering in the Fan Expo area and Visit Jessamine will have a 10x10 booth throughout the tournament.
 - Ms. Warren said the board should form a committee to assist Mr. Pearson in getting ready for the tournament with organizing booth display and materials. Committee consists of Ms. Warren, Ms. Ostendorf and Mr. Pearson.
- Mr. Cobb asked the Commission to review and approve the minutes from the March 21, 2019 meeting.
 - Motion made to approve the minutes by Ms. Warren.
 - Ms. Ostendorf seconded the motion, minutes were approved. Mr. Carlstedt abstained from vote as not present in last meeting.
- Ms. Warren presented the financials for the period ending January 31, 2018. Checking Account \$92,028.46 Savings Account \$151,725.31 and CD of \$100,000
 - Mr. Cobb asked for a motion to approve the financials.
 - Mr. Quigg made the motion to approve financials.
 - Seconded by Mr. Fain, motion carried unanimously.
- Mr. Pearson presented the accounts payable. Accounts payable were a total of \$31,390.24



- Mr. Cobb asked for a motion to approve the bills
 - Motion made by Mr. Quigg
 - Seconded by Ms. Ostendorf, motion carried unanimously.
- Mr. Pearson presented his report to the board updating the Commission on website analytics, blogs, social media and upcoming projects. Mr. Pearson discussed the Barbasol Fan Expo booth with trying to showcase different elements of what Jessamine has to offer. Wants the booth to be engaging and interactive for guest's experience. Mr. Pearson brought up delinquent tax payer per Nicholasville. Ms. Warren said this should fall under the Nuisance Ordinance and to contact City Attorney.
- Commissioners Business
 - Mr. Cobb brought up performance evaluation for Mr. Pearson. Mr. Cobb explained the structure of the survey and has also contacted both Mayors and Judge Executive for input.
 - Mr. Carlstedt wants ROI measurement. Wants stronger communication with hotels and B&Bs. Told Mr. Pearson he can take the managers and owners out to lunch.
- Mr. Cobb announced the next meeting will be May 16, 2019
 - Mr. Cobb asked for a motion to adjourn the meeting at 12:38pm
 - Ms. Warren made motion
 - Seconded by Mr. Fain motion carried.