



NWJC Joint Tourism Commission

Meeting Minutes: Special Called Meeting

October 24 , 2018

Present Members: Mr. Cobb, Mr. Fain, Mr. Pearson, Mr. Quigg and Mr. Vinson

Absent Members: Mr. Carlstedt, Ms. Warren

Attendees Present: Ed Bryson, Mona Ostendorf and Judy Woolums

- Meeting called to order at 11:02AM by Mr. Cobb.
- Public Comment:
 - o Mr. Bryson reported to the board regarding More Tales. Mr. Bryson stated that he was pleased with the attendance for the second year of the event despite weather. 120 attendees on Friday and 145 attendees on Saturday. Mr. Bryson said that a local funeral also took place at the Free Methodists Church which potential attendees went home after due to weather. Mr. Bryson spent time with story tellers and seeing how to incorporate change for next year's improvement. The group is also working with an Asbury employee on grant writing for the South Arts. However, this grant has specific guidelines, story tellers from North Carolina do not qualify which is where many of the artists come from. Mr. Bryson says that the \$2,500 was a good investment however they can't prove overnight stays. Mr. Quigg stated that his and the Potters Inn donated rooms to Judy and the More Tales groups for the artists which would have been around a \$1,000 sponsorship. Mr. Bryson is going to focus more on social media next year for advertising.
- Mr. Cobb asked the Commission to review and approve the minutes from September 20, 2018, meeting.
 - o Motion made to approve the minutes by Mr. Fain
 - o Motion seconded by Mr. Vinson, motion carried unanimously
- Mr. Pearson presented financials for period ending September 30, 2018. Checking Account \$44,911.80, Savings Account \$151,080.95 and Certificate Account of \$100,000.00. Mr. Quigg asked about future monthly reports of deposits from the different tax collecting bodies of government, Mr. Pearson will have those in a separate sheet next month.



- Mr. Cobb asked for motion to accept the financials.
 - Mr. Vinson made the motion to accept financials.
 - Mr. Fain seconded the motion. Motion carried unanimously.
- Mr. Pearson presented the bills for a total \$2,755.71.
 - Mr. Cobb asked for motion to accept the payables.
 - Mr. Vinson made the motion to accept payables.
 - Mr. Quigg seconded the motion. Motion carried unanimously
- Mr. Pearson gave updates for the director's report. He presented the web development with Fusion Corp. Website is on track, will have video content, event page will list main events that take place each year with a google calendar where Mr. Pearson can share with members of the communities so that they can add to the calendar and update it as well, meetings will have a spot on the page and the commission will be able to upload minutes, agendas and documents to the site for public record. Hometown Tours will do a Christmas filming to advertise Wilmore's Old Fashioned Christmas on December 1 and Saint Nich Parade, December 8. Filming will take place on November 19. Mr. Pearson is working on filming a Camp Nelson project, so that the commission will have footage and a quality piece to advertise Camp Nelson. Future projects of dining guide and brochure will begin once a good vision of the website is finished to enable a clear brand on all marketing pieces. Mr. Pearson gave an update on the AirBnB tax collection process. Mr. Pearson submitted all of our local ordinances concerning tax collection AirBnB thanks to the help of KTIA. The commission is now in the waiting process to be contacted. Mr. Pearson stated KTIA Fall Conference will be taking place and he will be attending November 13 - 15. Pearson is working with Hackett at Harrodsburg-Mercer Tourist Commission to participate in a shared booth at Travel South Domestic Showcase in February 2019. Mr. Pearson updated the board that Bethany Simmons will be interning with the commission in spring of 2019. She only needs 30 hours and will be able to assist Mr. Pearson in daily tasks and social media projects.
- Mr. Cobb presented the thought of purchasing the Chamber building, board members were not in favor with many mixed views of location in the community, price and having a store front.
- Mr. Fain made the motion to adjourn the meeting at 1:51PM seconded by Mr. Vinson, Motion Carried. Next meeting will take place November 20, 2018.