



NWJC Joint Tourism Commission

Special Called Meeting: July 15, 2019 – City National Bank

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

Meeting called to order by Chairman, Tommy Cobb at 11:06AM

- Mr. Quigg asked the Commission to review the additional grant request for the More Tales Storytelling Festival in Wilmore. Mr. Quigg presented that More Tales requested an additional \$3,000 to help assist with rebranding "Bringing Appalachia to the Bluegrass". This money will be used to create new signage, help assist with website, banners, promotional items and etc. This is a one-time additional request from More Tales.
 - Mr. Cobb asked for a motion.
 - Mr. Fain made the motion to amend the original request for \$2,500 to include the additional \$3,000 for a total of \$5,500 sponsorship with the intent of a one-time additional request for rebranding and printing of banners, program and marketing efforts.
 - Mr. Quigg seconded the motion, motion carried.
- Mr. Cobb asked the Commission to review and approve the minutes from the June 20, 2019 meeting.
 - Motion made to approve the minutes by Mr. Quigg
 - Mr. Fain seconded the motion, minutes were approved.
- Ms. Warren presented the financials ending May 31, 2019. Checking Account \$79,501.10, CD of \$100,000 and the savings of \$152,046.84.
 - Mr. Cobb asked for a motion to approve the financials.
 - Motion made by Mr. Quigg
 - Motion seconded by Ms. Ostendorf. Motion carried
- Ms. Warren also presented during the financials the upcoming audit for fiscal year 2018-19 and to enter into an agreement with Craft, Noble and Company for a second year.
 - Mr. Cobb asked for a motion to enter into a agreement with Craft, Noble & Company
 - Motion was made by Mr. Fain



- Seconded by Ms. Warren, motion carried.
- Mr. Pearson presented the accounts payable. Accounts payable were a total of \$6,169.01
 - Mr. Cobb asked for a motion to approve the bills
 - Motion made by Ms. Warren to pay the bills
 - Seconded by Ms. Ostendorf, motion carried unanimously.
- Mr. Cobb and Ms. Warren asked that the board ratify the Red Barn Nursery hanging baskets.
 - Ms. Warren made the motion to ratify
 - Ms. Ostendorf seconded the motion, motion carried.
- 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 which set up will be the next day, July 16. Mr. Pearson updated the commission on the digital marketing efforts with LEX 18 during the tournament. The office will be geotargeting the tournament during the course of the championship. The digital marketing will follow the attendees the next 30 days to track habits and areas of where individuals are from to better get a feel for marketing efforts next year.
- During Commissioner's business, Ms. Warren brought up that she will be resigning from the board effective of September 1, 2019.
- Mr. Cobb announced the next meeting will be August 15, 2019.
 - Mr. Cobb asked for a motion to adjourn the meeting at 12:24pm
 - Mr. Quigg made motion
 - Seconded by Ms. Ostendorf, motion carried.