



## **NWJC Joint Tourism Commission**

**Regular Meeting: June 20, 2019 – City National Bank**

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

Meeting called to order by Vice Chairman, Steven Vinson at 11:17AM

- Mr. Vinson asked the Commission to review and approve the minutes from the May 16, 2019 meeting.
  - Motion made to approve the minutes by Mr. Carlstedt
  - Mr. Fain seconded the motion, minutes were approved.
- Mr. Pearson presented the financials ending May 31, 2019. Checking Account \$68,579.70, CD of \$100,000 and the savings of \$151,725.31.
  - Mr. Vinson asked for a motion to approve the financials.
    - Motion made by Mr. Fain
    - Motion seconded by Mr. Carlstedt. Motion carried
- Mr. Pearson presented the accounts payable. Accounts payable were a total of \$14,961.52.
  - Mr. Vinson asked for a motion to approve the bills
    - Motion made by Mr. Fain to pay the bills with the exception of paying the Red Barn Nursery hanging baskets for \$2,820.00. \$12,141.52 approved.
    - Seconded by Mr. Carlstedt, 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 progress as well as 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. Mr. Pearson updated the board on the trips for KACVB and trip with Southeastern Tourism Society's Legislative Event in Washington D.C. Mr. Pearson discussed updates of the inspiration guide and booth set up information.
- Mr. Pearson presented the fiscal year of 19-20 budget to the board for approval.
  - Mr. Vinson asked for a motion from the board



- Mr. Carlstedt made the motion to approve the fiscal budget 19-20.
  - Mr. Fain seconded the motion, motion carried
- Mr. Pearson presented to the board the KLC insurance agreement for the upcoming fiscal year of 19-20 asking for the board to authorize chairman Mr. Cobb to sign the agreement.
  - Mr. Vinson asked the board for a motion.
    - Mr. Fain made the motion to approve chairman Cobb to sign the agreement.
    - Seconded by Mr. Carlstedt, motion carried.
- Mr. Vinson announced the next meeting will be July 18, 2019. This meeting will be left subject to change with advance notice due to the Barbasol Championship.
  - Mr. Vinson asked for a motion to adjourn the meeting at 11:47pm
    - Mr. Fain made motion
    - Seconded by Ms. Ostendorf, motion carried.