



Whitley County Tourism Board Minutes

Whitley County Tourism Monthly Meeting
2nd Floor, Fiscal Court Meeting Room
March 13, 2018
5:00 p.m.

The meeting was opened with a motion by Moses, seconded by Croley. All approved.

Board members present: Croley, Collette, Skinner, Moses, Williams, Gray, Bryant

The agenda was approved on a motion by Moses, with the correction of removing item (e) (iii), seconded by Skinner. All approved.

The minutes from the February 2018 were approved on a motion by Gray, seconded by Skinner. All approved.

Gray gave the treasurers report. The report was approved on a motion by Skinner, seconded by Collette. All approved.

Moses made a motion to approve payment of \$550.00 to the CVRECC for the electric poles at Croley Bend, seconded by Collette. All approved.

Skinner made a motion to approve payment of following claims;

Cumberland Valley Cruise In in the amount of \$5,000.00
Lion's Chase in the amount of \$5,000.00
Pride Donation in amount of \$100.00

Seconded by Collette. All approved.

Gray gave a Bicentennial update. Gray has been working with Alvin Sharp to order coffee mugs. Williamsburg will be splitting the cost. Skinner was concerned we may not be ordering enough and suggested to bump order up from 432 mugs to 600 mugs. Gray stated the mugs will be handed out during the parade on April 28th.

Croley made a motion to pay for all 600 mugs and shipping with the understanding Williamsburg City may not split the whole cost, seconded by Moses. All approved.

Gray gave a Wheels and Wings update and stated the project has been postponed for a year.

New Business:

Sally Gap's Request to change the month they receive their donation has been tabled until after the 2018 event.

Tim Wyatt has offered his grant writing services and more information will be given at next meeting.

Williams announced the website needs updating and wants the marketing committee to make that a part of their next meeting.

Williams announced possibly using ad speed to give more advertisement to events and business in Whitley County for free on Tourism Website. It will be discussed and looked into by marketing Committee.

Williams gave a marketing committee update stating the incentive program meeting will be held April 11th and Williams is working on scheduling a free Social Media Class as a part of the marketing committee meeting some time after April 11th.

Williams discussed the ad's to be used as the incentive program and confirmed ad's must have board approval.

Williams suggested getting a representative from each of the major events together to go in on an ad pool. By combining their marketing dollars they would be able to get larger ads.

Williams gave an update on the Cumberland Gap Regional Tourism Association which was formed to help tourism in ten counties and Whitley is included. She reminded everyone of their free advertisement on their website. The CGRTA is also offering more advertisement with the purchase of a membership.

Gray gave an update on Map and how the new boat ramps/river accesses were being presented on them.

Williams announced the KY Highlands Center offers free help to local business owners and event holders and encouraged the board to help spread the word of their free resources.

The meeting was adjourned on a motion by Croley, seconded by Moses. All approved.