

Whitley County Tourism Board

Minutes

July 9, 2013

The meeting was opened with a motion by Neal, second by Gray, all approved.

Present: Prewitt, Moses, Gray, Neal, Walden. Absent: Freeman, Cooper.

Neal made a motion to approve the agenda, as read. Moses seconded. All approved.

Moses made a motion to approve the minutes, as presented. Neal seconded. All approved.

Financials were discussed by Gray. Through the end of June \$6286.19 was received in cash. \$1253.52 was expended through the end of June. At the end of June there is \$48,773.87 in the bank. There were no claims presented for payment. Walden made a motion to accept the financial report, as presented. Neal seconded. All approved.

Gray discussed Budget Amendment #1 for the annual budget, which shows \$5,773 in Surplus Prior Year. Walden made a motion to accept the budget amendment. Moses seconded. All approved.

A letter to the Judge/Executive was drafted for re-appointment of Skip Walden, Bobby Freeman, and Debra Moses. Gray made a motion to accept this letter as written. Neal seconded. All approved.

The marketing committee is getting ready to set a date for the next meeting. The application submitted 2 months ago has been approved for \$9,676 in marketing money. The money applied for was to be utilized in the Kentucky Official Visitor's Guide, Group Travel Leader, and Group Tour Magazine. Money was also allocated to do a brochure reprint, or to customize a brand new one. A quality DVD commercial was budgeted. There is also enough money to advertise in Kentucky Living, Kentucky Afield, and the 5 Kentucky Fish & Wildlife Guides.

A request for sponsorship by the Whitley County Fair was presented. Gray went over some of the details of the request. The request was for \$6,000, where as the event funding has been set at \$5,000. A lengthy discussion on the amount of funding for the special events was held. Walden made a motion to approve the \$6,000 funding request by the Whitley County Fair Board. Moses seconded. All approved.

Discussion on advertising funding for a billboard near the city of LaFollette in Tennessee was held. It was also mentioned about having a billboard in the northern part of Kentucky for the individuals traveling south.

Moses made a motion to adjourn. Neal seconded and all approved.