

Whitley County Tourism Board

March 13, 2012

Roll call: Present: Neal, Prewitt, Walden, Freeman, Cooper, Gray, Egedi

Motion to open meeting by Neal, second by Gray, All approved

The agenda was approved by all on a motion by Neal, second by Gray

The minutes of the previous meeting were approved; motion by Neal, second by Walden; ALL

Financial statement- motion by Cooper, second by Freeman, ALL approved

Mr. Phillips from the Native American Pow-Wow asked that the information about the Pow Wow be put on the Tourism Board's web site. Prewitt reported that this has been done.

Dave Jordan, Director of CFSRP, reported they have booked around 2,000 room nights for March, April, and May using Groupon.

The Pride Hwy 90/Falls clean up will be held March 24th. There will be a free lunch, t-shirts, and door prizes. Walden made a motion to give \$200 to help with the expenses of the clean-up. Freeman seconded, ALL—Contribution code 755420-507

The Farm Tour will be in September. Mr. Jordan expects to need financial help with the signs for this event.

A motion was made by Walden and seconded by Neal to give \$500 to the Friends of the Falls for the Easter egg hunt. All voted yes—Contribution code 755420-507

Freeman gave a presentation requesting \$5000 for the Bog in the Burg. Walden made a motion to sponsor the event with \$5000, Cooper seconded. Walden, Cooper, Prewitt, Freeman and Gray voted for the measure; Neal abstained and Egedi voted no.

An amendment was made to the motion to transfer \$4200 from "reserve to transfer" account to "special events funding."

Mr. Pennington reported on the youth bowling tournament that will be held in Corbin April 13, 14, & 15th. Walden made a motion to fund \$1500 for this event and to move the money from "reserve to transfer". Gray seconded. Gray, Cooper, Freeman, Walden, Egedi, Prewitt voted for; Neal abstained.

A motion was made by Gray and seconded by Freeman to give \$100 to the London/Laurel County Optimist Club and \$100 to the Southern Baptist Disaster Relief Fund to help tornado victims in East Bernstadt. All voted yes—Contribution code-755420-507

Egedi gave a report on the Whitley County Brochure. The brochures had been delivered by the printer and Egedi was able to bring them for distribution.

The Board can now send for the matching funds for the Visitors' Guide.

The Board also discussed Ad Rack and multi-media opportunities, such as setting up another web site for the adventure sports.

The Board discussed Trip Adviser and it was agreed the Marketing Committee will move forward on this.

Neal and Walden gave a report on the meeting with the Forestry Service representatives.

The Board discussed the application for special event funding and that the rules were not being followed in most cases. It was agreed that in the future no funding should be given to anyone not following the proper procedures. All applications for funding should be forwarded to Mr. Prewitt.

Chairman Prewitt presented a Certificate of Appreciation from the Board to departing Director Adam Sulfridge.

In his parting remarks, Sulfridge stated it had been a pleasure for him to be able to work with the Board on the many projects that have been completed since the Board was formed. He talked about other things he would like to see the Board accomplish in the future. He also offered to help with some of the projects that are not finished as his time allows.

Gray made a motion to adjourn, Neal seconded. All