

Whitley County Tourism Board

February 12, 2013

Minutes

The meeting was opened by a motion from Walden, seconded by Neal.

Board members present: Neal, Walden, Prewitt, Moses, Freeman, Gray. Absent: Cooper.

The agenda was approved on a motion by Walden, seconded by Gray. All approved.

The minutes from the January meeting were approved on a motion by Gray, seconded by Neal. All approved.

Prewitt gave an update on the marketing committee. After discussion it was decided the committee would consist of Rich Prewitt, Skip Walden, Andy Neal, Dania Egedi, and Dave Jordan. A meeting was scheduled for Tuesday, February 19th at 6:30 pm at Cumberland Falls.

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

Prewitt gave an update about the Cumberland Falls winter schedule. He advised that Senator Gregory and Regina Bunch had visited with the Parks Commissioner, but it seems the request will not reverse this year's schedule, but may help next year. Prewitt also advised he had spoke with State Representative Regina Bunch about the issue.

There was a discussion about the special events application. A change in the application was suggested. Those applying for special event funding would be required to provide an event timeline. The change was accepted on a motion by Freeman, seconded by Neal. All approved.

A discussion was had about special events providing photos for marketing opportunities when the event is over.

There was also a discussion about the Cumberland Valley Cruise-In.

Prewitt gave an update on the tourism website. Prewitt asked about possible opportunities to market hunting as tourism. An ad-hoc committee was created to explore hunting as tourism. Rich Prewitt and Andy Neal will serve on the committee.

Prewitt suggested a photo contest to provide more photos for the board. A weekend event would be created and held at Cumberland Falls. It was approved on a motion by Gray, seconded by Moses for the Tourism Board to sponsor the contest with the approval of \$ 1,000.00 in prize monies from the Board. All approved.

There was a discussion about Canoe the Cumberland and possible tourism opportunities to draw people in.

Neal advised they would be raising the levels in Lake Cumberland which would bring the levels up in Laurel Lake.

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