

## **Minutes**

### **Whitley County Tourism Board**

March 12, 2013

The meeting was opened on a motion by Freeman, second by Gray, ALL

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

Freeman made a motion to approve the agenda, Gray seconded; ALL

After reviewing the minutes of the previous meeting, Prewitt asked for a correction to a portion of the minutes concerning legislative contacts and monies approved for the Nature Photo Weekend. The corrections have been made and posted. A motion was made by Freeman and seconded by Gray to approve the minutes with corrections. All approved.

Prewitt reported the Marketing Committee was re-formed with the following members: Dania Egedi, Skip Walden, Andy Neal, Rich Prewitt, Dave Jordan and two of his employees.

Mr. Jordan reminded the Board that both the Whitley County and regional brochures are almost gone and need to be reprinted.

Walden discussed the hindrances to having fishing tournaments on Laurel Lake. Prewitt has talked to Sheriff Harrell and Constable Bowlin about providing law enforcement during tournaments. Amber Owens has spoken with someone from the jail and they will provide workers to help clean up the areas around the boat ramps as long as they have advance notice. The Board also discussed the cost of having a tournament.

Prewitt would like to organize a bus tour with Senator Gregory and Representative Bunch and other key people in the state to see tourist spots in Whitley County. This 'Familiarity Tour' would include downtown Williamsburg, the water park, Cumberland Falls, among other tourist attractions. Cooper made a motion to proceed with planning the tour for October, Gray seconded. All approved.

He also said Letcher County is giving away red bud seedlings to Letcher County residents and would like to see something similar organized in Whitley County.

Gray presented the financial statement along with the past three years receipts. Cooper made a motion to approve, Freeman seconded. All approved. Walden observed that gross receipts are growing and commended Dave Jordan and Cumberland Falls SRP, Sheltopee Trace Outfitters, and Bee Creek Market.

Judge White agreed to draft a letter concerning the reduced hours at the Falls, showing the Fiscal Court's support of keeping the park open next winter.

There was no payment of claims.

Gray reminded the Board that preliminary work on the budget needs to be started at next month's meeting.

Floor Business: Prewitt reminded the marketing committee that the application for matching funds needs to be filed for 2013-2014. The committee will review the categories and submit a recommendation to the full Board. Walden made a motion to appoint Prewitt to be in charge of research for the proposals. Freeman seconded and All approved.

Miles Media is doing a commercial for McCreary County, Jordan reported. He said this qualifies for the 90/10 matching funds. The Board discussed the need for a commercial for Whitley County. Walden made a motion the marketing committee seek bids for a commercial and video brochure, in different lengths. Freeman seconded. All approved.

A motion was made by Walden to give \$750 to Cumberland Falls for the Easter egg hunt. Gray seconded, All approved.

The Board approved a motion by Walden, second by Freeman, to transfer \$250 from code 759200999 to code 755420348A.

Marian Colette submitted a request asking for \$500 to help fund the Williamsburg Action Teams's Earth-day celebration at the Lane Theater. Cooper made a motion to donate the \$500, Freeman seconded, All approved.

Gray made a motion that Prewitt have note cards made for the Board. Freeman seconded. All approved.

Amber Owens reported the clean-up at the Falls is April 13<sup>th</sup> and at Laurel Lake on the 20<sup>th</sup>.

An application for funding was submitted by the Bog in the Burg committee. Walden made a motion to give \$5000 for the event. Gray seconded. All approved.

Gray made a motion to adjourn; Freeman seconded. All approved