

Whitley County Tourism Board

April 8, 2014

Minutes

The meeting was opened with a motion by Gray, seconded by Freeman, all approved.

Board members present: Walden, Prewitt, Freeman, Gray; absent: Williams, Neal, Moses.

Prewitt said he had spoken with Myles media. They will start filming next month. Will ask us what we want to be included. Cumberland Falls will be featured, can use at trade shows, will also be used in the Lexington and Knoxville television markets.

The minutes from the March 11th meeting were approved on a motion by Walden, seconded by Gray. All approved.

The agenda was not approved, no vote was taken.

Gray gave the treasurers report.

Walden asked about revenue being down in January. Prewitt said it could have been because January was the coldest month and Dave Jordan was running the park from two places at that point in time.

The report was approved on a motion by Walden, seconded by Freeman. All approved.

Prewitt said Terry Skinner's car show is next month. Making plans to have a car show at the Falls. Terry said he would be in touch with the Falls to set up a date.

Sally Gap is working on electricity and all of that property is under KU. Advised he had not talked to them in a while.

Prewitt advised Myles Media is sending a template for a script for the commercial. Prewitt would like for Judge White to be involved. It will be about \$5,500.00, but we will get most of that back because it was part of the marketing plan.

Prewitt said Whitley County Tourism has a big Ad in Kentucky Living Magazine and encouraged everyone to check it out.

Prewitt gave an update on the arrangement with Polly McClain and 800 trade shows. She says she has already made contact with 40,000 people.

Prewitt welcomed Roy Johnson the new park manager at Cumberland Falls.

Mr. Johnson asked for the tourism board to sponsor the Easter Eggs for Cumberland Falls. He advised that they couldn't spend state money on the Easter Egg Hunt. He also asked for \$250 for the Lion's Chase event for Cumberland Falls. Mr. Johnson also asked the Tourism Board to provide money for flower pots to be placed around the

lodge. The board agreed to give the Friends of Cumberland Falls \$900 for the three events. Motion by Walden, Second by Freeman. All approved.

Funding for the Pink Zebra 5K run application for \$1,000.00. Application was submitted by Randal Hamilton. Motion by Walden, second by Freeman. All approved.

Bog in the Burg application for funding. Have received the post report from last year. Freeman advised the dates this will be May 23-24. The request is for \$5,000.00. Motion by Gray, second by Walden. All approved.

Payment of claim for the Kentucky Living Ad. Prewitt advised it was a very nice ad and it was part of the marketing plan. Motion by Walden, second by Freeman. All approved

Walden made a motion to close the meeting, seconded by Freeman. All approved.