

## Whitley County Tourism Board

### Minutes

April 9, 2013

The meeting was opened by Vice-chairman Neal.

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

Approval of agenda- motion by Gray, second by Cooper- All

The minutes were approved on a motion by Moses, second by Gray. All voted yes. Neal noted that Creek Side Cabins and Laurel Lake Camping Resort also pay the transient room tax and are to be commended for their role in promoting tourism.

Gray reviewed the financial report. He asked the Board to retroactively approve the transfer of money to the Reserve to Transfer fund to cover checks written in March for the Cumberland Valley Cruise In, Bog in the Burg, Cumberland Falls Easter egg hunt, and the Williamsburg Action Team's Earth Day celebration. Cooper made a motion to approve the transfer of funds and to approve the financial statement. Moses seconded. All approved.

Gray made a motion to reprint the Whitley County brochure with minor changes. Neal seconded. All approved. Dania Egedi will take the lead on this project.

Dave Jordan discussed the PRIDE clean-up at the Falls and the need for additional money to help with food, drinks, etc. Neal made a motion to donate \$1500 to PRIDE to help with the projects in Whitley County. Moses seconded. All approved. Moses made a motion to move money from the Reserve to Transfer fund to Code 75-5420-348A to cover this expenditure. Neal seconded. All approved.

Neal discussed an opportunity to rent advertising space for the free public beach on Laurel Lake. This would be on a billboard located on Highway 25. He will submit details later.

The marketing committee is working on the application for matching funds.

The Familiarity Tour is tentatively set for Saturday, September 28, 2013. The top five attendees the Board would like to secure are Hal Rogers, Rand Paul, Mitch McConnell, Regina Bunch, and Sara Beth Gregory. The top five stops for the tour would be Cumberland Falls State Resort Park, Sheltowee Trace, Laurel Lake, Corbin, and Williamsburg. Some type of Agri-Tourism might also be included.

Dave Jordan reported the plans for the Nature Photography Weekend have been finalized.

Discussion on the web site were tabled.

Chairman Prewitt has ordered the stationary note cards approved by the Board in the previous meeting.

A letter from Matthew Frohlich of the Department for Local Government was submitted which states public dollars cannot be used for a private business, therefore, the Board cannot assist

with advertising. In further discussion it was determined the Board can legally rent advertising space from private businesses.

Dave Jordan said he attends the McCreary County Tourism Board meetings. They have gotten numerous grants. He feels like this is an opportunity the Whitley County Tourism Board is missing out on by not having someone to pursue these grants.

Walden had sent a communication indicating the Kentucky Farm Bureau submitted a letter to the State Department of Parks in support of keeping the Cumberland Falls park open year round. Jordan reported closures have already been scheduled for various hours from November 15, 2013 to February 28, 2014.

Neal made a motion to adjourn, Gray seconded. All approved.