

Whitley County Tourism Board

May 10, 2011

Minutes

Roll call. Present: Chairman Prewitt, Freeman, Neal, Walden, Egedi, Gray, Cooper, and Director Sulfridge.

Agenda: Prewitt asked that guests be allowed to speak after the approval of the financial report since the budget discussions could be lengthy. Neal made a motion to accept the Agenda with the adjustment. Egedi seconded. All voted Yeah.

The minutes of the previous meeting were approved on a motion by Egedi and second by Neal. All voted Yeah.

Neal made a motion to accept the financial report and payment of claims. Freeman seconded. All voted Yeah.

An application for \$5000 for the Whitley County Fair Board was presented by Harry Alder. Cooper made a motion to approve the \$5000. Gray seconded. Neal, Walden, Prewitt, Gray, Cooper and Freeman voted Yeah. Egedi opposed.

Terry Skinner from the Cumberland Valley Cruise-In discussed the possibility of doing a Cruise-In at Cumberland Falls. Mr. Skinner and Dave Jordan, Director at the Falls, will meet and discuss the issue. Neal made a motion that the Board give \$4000 for a Cruise-In providing Mr. Skinner and Mr. Jordan can work out the details and a proper application is filed. Walden seconded and all voted Yeah.

Dave Jordan gave a report on the Curb Appeal project and other projects being implemented at Cumberland Falls.

Director Sulfridge discussed video advertising and the need to have a professional edit the video. Neal made a motion to pay up to \$350 to have the videos edited. This would be paid after an invoice is presented showing what work was done. Freeman seconded and all voted Yeah.

Sulfridge presented Tourism Information Site certificates to Bee Creek Market and Sheltoewe Trace Outfitters.

The Marketing Committee presented a recommendation for the marketing fund for the new budget. After a lengthy discussion, Cooper made a motion to move \$20,000 to the marketing fund. Neal seconded. All voted Yeah.

Walden made a motion to accept the Excel version of the 2011-2012 Tourism Board budget on a total amount of \$87,400. Egedi seconded. All voted Yeah.

Sulfridge presented corrections to the matching funds application. Neal made a motion to amend the application to reflect the corrections. Egedi seconded. All voted Yeah.

Egedi and Sulfridge had gotten quotes on signs for the Tourism Information Sites. Neal made a motion to purchase four signs. Freeman seconded. All voted Yeah.

Neal brought up the issue of crime at tourism sites and how this will affect tourism if something isn't done.

A motion was made to dismiss by Egedi and seconded by Freeman. All voted Yeah.