

# Whitley County Tourism Board

## Minutes

May 14, 2013

The meeting was opened with a motion by Neal, second by Freeman, all approved.

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

Neal made a motion to approve the agenda; Freeman seconded, all approved.

Moses made a motion to approve the minutes from the last meeting with an amendment to show Skip Walden will coordinate with the Whitley County Farm Bureau to send a letter to the State Department of Parks concerning the reduction in hours at Cumberland Falls State Resort Park. Freeman seconded. All approved

Neal made a motion to approve the financial report. Walden added a notation that revenues are down. This was attributed to the weather and that CFSRS was not allowed by the state to use Group-on this year. Freeman seconded. All approved

Prewitt reported that the notecards will be ready soon.

Freeman and Cooper gave updates on preparations for the Bog in the Burg and Sally Gap Bluegrass Festival. Everything is going well for both events.

Prewitt reported on the Fam Tour. Senator McConnell has responded that if he can't attend he will send someone from his staff, Prewitt has been working with Bryan Mills from Senator Paul's staff, Senator Gregory thinks she will be able to attend, Representative Bunch has agreed to attend, and Prewitt will be contacting Representative Roger's office.

Dave Jordan said the Nature Photography week-end was a success. He has the CD of the pictures and Mrs. Prewitt will upgrade the tourism web site with some of the pictures.

The marketing committee will meet next week to discuss the application for matching funds.

The Tourism Board could have a booth at the Kentucky State Fair if anyone could attend.

The Whitey County Farmer's Market representative requested funds to assist with marketing their products and Whitley County tourism. A motion was made by Walden to table this discussion. Moses seconded. The Board then went into executive session. When the Board returned to the meeting, Walden withdrew his motion to table. Walden then made a motion to give \$1000 to the Farmer's Market co-op. Freeman seconded. Neal asked for an amendment that coupons would be given out or some other way to keep track of the impact of the

marketing being done. Dave Jordan offered to give them coupons for 20% off in the gift shop at the Falls. All approved.

Discussion on the Miles Media commercial was tabled.

A guest at the meeting, Bill Kahn, gave a talk on a project he is working on with McCreary County, Corbin, and Williamsburg to develop a bike path that will follow Hwy. 25 from Williamsburg to Corban then back down Hwy. 26. Another project he is working on is a golf resort park near the Falls. He said this would be state funded and wanted the Board's thoughts on the projects. He would like for a representative from the Board to attend a meeting with the other tourism boards.

Prewitt went to Berea to a meeting where they discussed a bike trail in town.

Prewitt had a Certificate of Appreciation for Dania Egedi for her work on the Tourism Board. As she was not present, Neal took the certificate to give to her.

The need for an executive director was discussed. Amber Owens stated that the Board can let Lisa Gray know what they need done and she will help in any way she can.

Moses agreed to contact someone at the University of the Cumberlands' marketing department to see if they would be interested in researching grants.

Walden made a motion for the Board to purchase a directional sign for the free beach at Laurel Lake. Freeman seconded. All approved. Neal will have the sign made and set up.

Neal made a motion to give \$500 for the Curb Appeal project at the Falls. Moses seconded. All approved.

Moses made a motion to adjourn. Freeman seconded and all approved.