

Whitley County Tourism Board

June 10, 2014

Minutes

The meeting was opened with a motion by Neal, seconded by Moses, all approved.

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

The agenda was approved on a motion by Gray, seconded by Neal. All approved.

There were no minutes to approve from the previous meeting. They will be presented at the July meeting. Motion by Moses, second by Neal. All approved.

Gray gave the treasurers report. The report was approved on a motion by Neal, seconded by Moses. All approved.

Prewitt gave an update about the TV Commercial being done by Miles Media. A narrator has been selected from voices provided by the company. Prewitt sent a list of people that need to be contacted to Miles Media. They should start filming in the next couple of weeks.

Sally Gap Bluegrass Festival went well. All camp sites sold out.

A kayak trip is planned for July and there is a possibility that pictures from the trip would be provided for use by the Tourism Board. And a possibility that this kayak trip could be made into a bigger tourism item for the county.

Prewitt advised that Kenneth Phillips did not show up for the meeting again. Moses made a motion to once again table the project funding for one more month, if Mr. Phillips doesn't show up in July, the board should deny the request.

The Whitley County Fair Board requested \$6,000.00 for this year's fair. A motion was made by Moses and seconded by Gray. All approved.

Amber Owens presented a marketing item. WKYT in Lexington is offering an advertising opportunity for "Your Outdoor Adventure Awaits in Whitley County." A packet of information was provided by the television station. Neal made a motion on package "A" for now, with the possibility of moving to a package "D" if Williamsburg and Corbin Tourism would like to partner with us. Gray seconded the motion. All approved.

Prewitt discussed the Farm Bureau Convention was being held at Cumberland Falls this year. Prewitt asked about the possibility of the Tourism Board doing gift baskets for any statewide meeting that is held at Cumberland Falls if the meeting has 50 or more people. There should be \$100 of gift cards provided by the board and also include items donated by local businesses. Moses made the motion and Neal seconded. All approved.

There will be a Baseball Showcase hosted by Jeff Sheppard. The showcase will make Cumberland Falls the official hotel of the event if the board will contribute to the showcase. Motion by Neal, seconded by Moses to make the donation at the discretion of the Chair. All approved.

Motion by Moses, second by Neal to move \$200 into the contributions line item from Reserve for Transfer. All approved.

Roy Johnson from Cumberland Falls State Park was present. He advised the board that the park made a profit of \$7,000.00 to \$10,000.00 on their spring event. He also advised that the patio was still under construction.

Neal made a motion to close the meeting, seconded by Gray. All approved.