

## Whitley County Tourism Board

June 14, 2011

### Minutes

The meeting was called to order by Chairman Rich Prewitt.

Roll Call: Present-Prewitt, Neal, Egedi, Gray, Cooper, and Director Sulfridge. Absent-Walden, Freeman

The agenda was approved on a motion by Neal and second by Gray. All voted Yeah.

A motion was made by Gray and seconded by Egedi to approve the minutes of the last meeting. All voted Yeah.

Egedi made a motion to approve the financial report, payment of claims and appropriations and to transfer funds to the memberships code. Neal seconded and all voted Yeah.

Mr. Phillips of the Kentucky Native American Museum's Annual Powwow informed us that the powwow will be held August 26, 27, & 28. He discussed different things that are being done to develop the powwow. He also reported on meetings he has had with different entities. He answered questions concerning exhibits and locations. Egedi made a motion to appropriate \$2000 to help fund the powwow, the check to be written after July 1. Neal seconded and all voted Yeah.

Mr. Skinner reported on the progress for the Cruise-In for July 9 and also for the fall rally. Egedi made a motion to re-affirm the Board's commitment to help fund the Cruise-In, the funds to be released after July 1. Neal seconded. All voted Yeah.

Mr. Prewitt discussed the “Reclaiming the Future” program run by Cathy Prewitt. This was previously called Juvenile Drug Court. They are having a corn hole tournament to raise money since Federal funding has been pulled. The tournament begins at 10 a.m. on September 17. Sponsorships levels include \$100 for a corporate sponsorship and \$50 for the celebrity level. The names of the organizations sponsoring at the corporate level will be on the back of the t-shirts. Egedi made a motion to do a \$100 sponsorship. Neal seconded. All voted Yeah. Cooper asked that the amount be amended to \$200. Gray seconded. The motion passed with a unanimous vote.

Mr. Jordan gave an update on the Cumberland Falls beautification project. Neal reported that most vendors have plants on sale at this time and made a motion to donate \$200 to the project to purchase some extra plants while they are on sale. Egedi seconded. All voted Yeah.

Sulfridge discussed putting a link on the web site to a survey. Neal made a motion to allocate \$200 for Sulfridge to use at his discretion for the survey. After a second by Egedi, all voted Yeah.

The Williamsburg Golf Course submitted a co-op application asking for help toward the cost of the brochure they had printed. Neal made a motion to fund 50% of the project. Egedi seconded and all vote Yeah.

The Board agreed some changes need to be made to the co-op application in the future.

Neal made a motion to place a \$200 ad in the Fine Arts Association program. Gray seconded. All voted Yeah.

On the recommendation of the Marketing Committee, Cooper made a motion to allocate \$500 for TourSEKY to present our marketing materials at the Motor Coach trade show. Gray seconded and all voted Yeah.

Sulfridge reported that the signs have been ordered for the Tourist Information Centers.

The re-design and reprint of the brochures was discussed. Gray made a motion for Sulfridge to have the brochures reprinted. Cooper seconded and all voted Yeah.

Gray asked that the Board meetings be moved to 5 pm. Everyone present agreed to this change. Sulfridge will e-mail the members that are not present.

The Board discussed placing an ad in a magazine called Long Weekends which has a circulation of around 175,000. After the co-op our cost would be \$400. We will discuss this in greater detail at a later date.

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