

Whitley County Tourism Board
October 12, 2010
6:00 p.m.

Minutes

The meeting was called to order by Chairman Rich Prewitt.

Roll Call: Present-Gray, Neal, Cooper, Prewitt, Walden, Director Adam Sulfridge and marketing committee member Danai Egadi.

Freeman was absent.

The agenda was approved with a motion from Neal and second from Gray. All voted YEAH.

Approval of minutes; motion by Gray, second by Neal. All voted YEAH

Monthly financial report; approved with a motion by Neal, second by Cooper. All voted YEAH.

There were no payment of claims to be presented.

Floor business: It was brought up that there is a new director at the Cumberland Falls. Judge White had expressed his intention of asking the new director to become a member of the Board. The Board discussed the reasons the former director, Lisa Davis, resigned from the Board. Since these had to do with state regulations, the Board agreed this should be brought to Judge White's attention.

The Marketing Committee presented recommendations to the full Board concerning domain names. Since the Cumberland Falls is the largest and best known attraction in Whitley County the Committee felt this should be part of the name. Some suggestions they presented were HomeofCumberlandFalls.com and CumberlandFallsAdventures.com.

A motion was made by Gray and seconded by Walden to pay Nina Prewitt \$750 to set up the web site. All voted YEAH.

A motion was made by Neal and seconded by Gray to allocate funds for the Marketing Committee to purchase up to four domain names as they see fit. All voted YEAH.

The Marketing Committee also asked the Board to allocate funds for a tri-fold brochure. A sample brochure will be presented to the Board at the November meeting.

Dal Macon from the Williamsburg Action Team could not be present but he submitted a report showing receipts for the work done on the marquee at the Lane Theater. A motion was made by Walden and seconded by Neal to accept the report. All voted YEAH.

Other Board business: Neal stated he thinks we should purchase single brochure holders for places such as Interstate gas stations, etc.

Sulfridge has developed a face book page; it can be reached by searching for Whitley County Tourism.

Gary Meadors (ph 344-1946) is the owner of the dam that has been offered to the county. The Board has been informed that the only right-of-way is across someone else's property and has not been used in many years. Sulfridge and any others that want to will go to the dam and offer recommendations to the Board.

Neal had discussed taxing campsites and house boats with Judge White. KRS statutes forbid taxing of these entities.

Discussed the TourSEKY conference to be held in Somerset December 9. A motion was made by Neal and seconded by Cooper to cover expenses to the conference for Sulfridge and any other Board members who want to attend. All voted YEAH.

A motion to adjourn was made by Neal and seconded by Cooper. All voted YEAH