

## **Whitley County Tourism Board**

### **Minutes**

**November 16, 2011**

Roll Call: Present, Gray, Neal, Walden, Cooper, Sulfridge, Egedi, Prewitt, CFSRP  
Director Dave Jordan. Absent: Freeman

Approval of agenda: motion by Neal, second by Gray, all approved

Approval of minutes for August, September, and October, Neal made the motion,  
second by Gray, all approved

The financial report was approved on a motion by Egedi and second by Neal; all  
approved

Payment of claims; motion by Walden, second by Egedi; All

The Board approved a payment to Nina Prewitt for \$39.95 to pay for upgrade to  
web site, upon receipt of invoice. Motion by Neal, second by Cooper; all voted yes

Under Marketing Opportunities, the Board approved \$3400 for a half page ad in  
the KY Visitors Guide; this will be refunded by the State under the Matching Funds  
program; motion by Prewitt, second by Neal; all

Egedi made a motion to allocate up to \$4000 for a Whitley County brochure. Up  
to \$2500 of this amount would be refunded by the State. Cooper, second. All

A motion was made by Egedi to allocate \$1800 to hire space for distribution with  
Ad Rack; Cooper, second. All

Motion by Walden, second by Neal to submit the costs for the web site and signs  
to the State under the Matching Funds program. All voted yes.

Neal made a motion to allocate funds to join Trip Advisor; Egedi, second; All

Egedi made a motion that if there are any of the Matching Funds program monies  
still available after the above projects have been submitted that the remainder be

used for an ad in Kentucky Living magazine; Neal seconded; Prewitt, Cooper, Egedi, Neal and Gray voted yes; Walden abstained.

A motion was made by Egedi and seconded by Neal to spend \$40 on a picture of the Cumberland Falls to hang in Judge Executive Pat White Jr.'s office. The Board felt this would be a great advertising tool for out of town visitors to the office. All voted yes.

Dave Jordan reported on events coming up at Cumberland Falls. One of the items discussed was the Cumberland Valley Cruise-In and the possibility of having spring and falls shows at the Falls.

The lack of decorations for the Falls area was discussed. Neal made a motion to allocate \$500 for decorations. Egedi second. All voted yes.

Cooper made a motion to adjourn, Egedi second.