



ShelbyKy Tourism & Visitors Bureau July Meeting Minutes July 28th, 2015

Members Present: Justin, Jay, Sharon, Dori, Matt, Vance (Charlie, Katie, & Landon)

Justin called the meeting to order at 9:07 and turned it over to Katie.

A motion was made to approve the June meeting minutes, motion seconded. Motion carried.

Carryover was the first item on the agenda. To save on interest, it was proposed the Jeep be paid off in the full amount of \$17,246.72. This would leave \$53,908.11 in reserve funds for carryover. A motion was made to approve the Jeep payoff, motion seconded. Motion carried.

Next on the agenda was mail surveys. A few technical questions about the surveys were posed and it will be revised as discussed. They allow the examination of the funds spent on lead generation and fulfillment. This information is necessary to determine if funds would be better spent in other advertising methods. They also serve to evaluate collateral being distributed and their effectiveness in acquiring visitors to the area.

The Mare-chant Manes Decorating Contest was discussed. Overall it was a good response and positive participation. A letter will be sent out to encourage next year's participation, address concerns, and remind the participants that ultimately the goal was to build community enthusiasm, not for prizes. Concerns were addressed, next year horses will be bigger, brought to the office earlier for judging, and prizes will be reconfigured.

The kiosk is still in negotiations. Our lawyer has given us recommendations for the contract and discussions with Blue Focus will happen later this week. Our insurance will cover the kiosks and installation sites will not be liable for damage to the kiosk hardware.

An open house will be held on September 17th from 4-7 PM. The presence of all board members was requested.

A motion was made to adjourn. Motion seconded and carried. Adjourned at 9:46 am.

The next meeting will be Tuesday, September 29th at 9AM.