



Shelby Ky Tourism & Visitors Bureau December / January / February Meeting Minutes February 23, 2016

Present: Dori, Vance, Jason, Matt (Katie, Charlie)

Guests: David Eaton (City of Simpsonville); Justine, Jennifer and Clay Cottongim (Shelby Trails)

Dori opened the meeting at 9:09 am and turned the meeting over to Katie.

A motion was made and seconded to approve the minutes of the October/November meeting. Motion carried.

After a discussion a motion was made to approve the budget amendments, motion seconded. Motion carried.

Katie explained how we would handle the money collected by Wendy's on Hwy 55 which thought it was in the City. After research from the revenue cabinet, Shelby Co. Attorney, our attorney and Shelby County Judge Executive- we were directed to receive the money and at the County Judge's recommendation, donate it to the Shelby County Parks Foundation. It will show up on our books as an in and out.

Charlie presented information on a 14 passenger van that could be used in a variety of ways. The van shown to the board is a Dodge and finished as a transport van would cost approximately \$45,000 and the insurance would be approximately \$1,500.00 per year. The board requested further investigation of other brands be conducted and with potential plans of use.

Charlie also discussed a joint venture with a retailer to have a mini information center in a store in the outlet mall. The Mall GM called us and asked if we would be interested in a regional product store combined with an information center. It did not seem feasible for us to do both but entertained joining forces with a retailer to accomplish both goals. We are currently discussing the possibility with an existing retailer in our area. The board was in favor of looking into such an arrangement and Charlie will continue to look at possible partners and report at the meeting next month.

We have completed some of or are continuing to work on items on the wish list from our retreat. A motion was made to adopt the wish list that came from the retreat, motion seconded. Motion carried. Katie will utilize this plan to educate the general public on our strategy.

There was a discussion regarding the wet/dry issue. A motion was made and seconded to support the effort. Motion carried.

The ladies who will be operating Shelby Trails gave a presentation. We looked at their website and they discussed the various programs they would be offering. They look forward to working with our office.

A motion was made and seconded to adjourn at 10:15. Meeting adjourned.

Next meeting: Tuesday, March 29 at 9AM.