



ShelbyKy Tourism & Visitors Bureau June Special Called Meeting Minutes June 25th, 2015

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

Jason was sworn in by Judge Rob Rothenburger.

Jay called the meeting to order at 9:15 and turned it over to Katie.

A motion was made to approve the April/May minutes, motion seconded. Motion carried.

The budget was the only topic on the agenda. There was discussion over the addition of marketing research to our budget to determine the effectiveness of current lead mailers. It was suggested online surveys, in addition to post cards, to get a wider audience range. Jason offered to provide a free sundae to survey participants to increase survey response and encourage return visits to the area.

We received the approval from the attorney that the kiosk partnership contract is adequate to protect us. We will proceed with the kiosk project into the new fiscal year.

Katie proposed that we pay off the remainder of the Jeep. At the time of meeting we owed \$17,244.81 and early pay-off would save around \$1000 in interest. Issue will be discussed further at next meeting. Pay off would be taken from carry-over from previous fiscal year.

Staff salary was discussed and executive director salary was justified by higher amounts of travel, workload from increased restaurant tax revenues, shared salary between Katie and Charlie, comparable salaries at similar local CVBs, and general cost of living increases. Due to new regulations it was proposed Charlie no longer receives supplemental health insurance, but instead receives a raise in the amount of his premium to avoid the CVB from being required to provide coverage for all employees.

A motion was made to approve the budget, motion seconded. Motion carried.

A few closing remarks were made about the Germany sales mission. A motion was made to adjourn. Motion seconded and carried. Adjourned at 9:52 am.

The next meeting will be Tuesday, July 28th at 9AM.