

Johnson County Tourism Association
Board Meeting Minutes
September 11, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Cathy Bradley, Jake Kennedy, Jill Smith, Harold Anton, George Clark (guest), mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:20 pm.

Approve:

- May Meeting Minutes –Bradley motions the minutes be accepted. Henry seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
- Kennedy motions to accept financials as presented, Smith seconds the motion. Motion carries.
- September Bills -Anton reviews bills with the board. Henry motioned to approve the September bills, Bradley seconds. Motion carries.

Old Business:

- There was no old business.

New Business:

- PAC – Clark met with the board regarding the PAC for the 2% Lodging Tax. Smith would like to see goals set for the PAC and the JCTA. Robb Hicks will be asked to write an article regarding the Lodging Tax (what it does for the community, benefits to local organizations, etc.).
- Roots Rated Media – Discussion concluded with Smith continuing to investigate what Roots Rated Media could do for the JCTA in the way of marketing.
- Satellite Information Center – Staff member health issue was discussed. Closing date for the SIC was presented (Sept 30 being the last day the center will be open.
- Agenda for next meeting – Smith would like for ‘Goals for the Board’ to be added to the agenda for the October meeting.

Business Meeting Adjourned: Adjourned at 4:25 pm

Next meeting will be: November 13, 2018, 2018 at 4:00 pm.

Respectfully Submitted: Jennifer McCormick