

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

**Attending Board Members:** Harold Anton, Jim Henry, Tom Knapp, Cathy Bradley, Clay Miller, Jillian Smith, Sylvia Bruner, Susan Moyes, Mark Smith, and Jennifer McCormick.

**Call to Order:** Anton called the meeting to order at 3:04 pm.

**Approve:**

- November Meeting Minutes –Bradley motions the minutes be accepted. Knapp seconds. Motion carries.
- Welcome to new treasurer Cathy Bradley.
- Treasurer’s Report – Bradley presents the treasurer’s report for the absent Bradley.
- Knapp motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- December Bills -Bradley reviews bills with the board. Miller motioned to approve the October bills, Knapp seconds. Motion carries.
- Board would like the contact name for Miles media changed from Angela Fox to Mark Smith.

**Old Business:**

- Blocked Billboard - Kennedy wasn’t present to present follow up information regarding the billboard. M. Smith will get with Kennedy to see what was discussed with the landowner. M. Smith will then contact Floyd with Roadside Outdoors.
- Lodging Tax – Henry spoke with Mike Johnson regarding the percentage appropriated from the lodging tax for the county and the city. Re: what is the appropriated money being spent on? Miller feels the new mayor needs to be approached regarding the money. Board thinks the money is supposed to be spent purely on marketing for the county and the city. Money not spent on marketing defeats the purpose of the tax, which is to bring more money in to Buffalo and Johnson County through marketing and tourism. Henry has researched the election/vote for a future lodging tax increase. 2019 would be a special election. If an increase is desired, 2020 would be the year to put it on the ballot. J. Smith will begin researching lodging tax percentages for surrounding states. Henry will speak with the county commissioners about lodging taxes funding the visitor center(s). Front of house training for local hotels, etc. was discussed. Chamber will check to see if there is state funded program for training. Board would like to look at production of a ‘Happening In Buffalo This Week’ sheet for local establishments.

**New Business:**

- Live Feed Camera – Chamber is installing ‘live feed’ cameras for the downtown area. They are now looking for monthly, local sponsors. Moyes expressed an interest in sponsoring the cameras.
- Co-Op Billboard Advertising – Board feels Ron Roman needs to contact local businesses regarding co-op billboard advertising.
- Marketing – Board feels the chamber should have a photo contest to gather new photos for local marketing. Regarding Multiview, where does the content go to be seen? The board would like a rep from Multiview to attend a board meeting and make a pitch. Chamber office will send the portal address and log in information to the board members.

**Business Meeting Adjourned:** Adjourned at 4:20 pm

**Next meeting will be: January 8, 2019 at 3:00 pm.**

**Respectfully Submitted:** Jennifer McCormick