

Johnson County Tourism Association
Board Meeting Minutes
February 12, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Cathy Bradley, Clay Miller, Jill Smith, Sylvia Bruner, Susan Moyes, Jake Kennedy, Mark Smith, and Jennifer McCormick.

Call to Order: Bradley called the meeting to order at 3:07 pm.

Approve:

- January Meeting Minutes – Miller motions the minutes be accepted. Smith seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report.
- Miller motions to accept the treasurer’s report, as presented, Smith seconds the motion. Motion carries.
- February Bills -Bradley reviews bills with the board. Kennedy motioned to approve the January bills, Bruner seconds. Motion carries.

Old Business:

- Internet Marketing – J. Smith went over her ideas for internet marketing. She feels the Multiview numbers have been dismal. She also feels that Multiview numbers are not necessarily the fault of Multiview. She does not feel Multiview is the tool that should be used by the JCTA. Miller thought Multiview was supposed to be an all-encompassing tool. Smith does not know where the clicks for Multiview are directed. She would like to see a contract for a scope of work that was signed off on by the JCTA. M. Smith told the board that he had changed the ad recently to reflect winter sports. McCormick told J. Smith that the clicks are directed to the chamber website. J. Smith feels we obviously need a higher click through rate but there needs to be a call to action when the user arrives at the destination with the click. She feels there needs to be something applicable to the ad that has been clicked. J. Smith feels there needs to be better management of the click throughs on the end of the JCTA. Bruner and J. Smith feels the online advertising needs to be better managed on the JCTA end. Board discussed having a local company provide and manage the content for the JCTA. They feel the response would be better to content gathered locally by people who know the community. Board decided to cancel the Multiview contract and look for someone local to do this type of work for JCTA.

New Business:

- Grant Applications for 2019 – McCormick informed the board that grant applications are being picked up in the office and emailed to interested parties. The completed forms are being submitted, and scheduling will begin soon.

Business Meeting Adjourned: Adjourned at 4:12 pm

Next meeting will be: March 12, 2019 at 2:00 pm.

Respectfully Submitted: Jennifer McCormick