

Johnson County Tourism Association
Board Meeting Minutes
November 13, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Harold Anton, Jim Henry, Jill Smith, Jake Kennedy, Clay Miller, Tom Knapp, Susan Moyes, Mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:02 pm.

Approve:

- October Meeting Minutes –Miller motions the minutes be accepted. Anton seconds. Motion carries.
- Treasurer’s Report – Henry presents the treasurer’s report for the absent Bradley.
- Knapp motions to accept the treasurer’s report, as presented, Miller seconds the motion. Motion carries.
- Board discussed what was a downward trend in lodging tax collections. Board feels the trend is turning around, lodging tax collections are increasing.
- October Bills -Anton reviews bills with the board. Anton motioned to approve the October bills, Knapp seconds. Motion carries.

Old Business:

- There was no old business.

New Business:

- Blocked Billboard – Board discussed the blocked billboard. Kennedy knows the landowner where billboard is located. He will call and check on the billboard blockage, and report back to the board in December.
- Budget – Board decided they will be discussing budgeting at each meeting, instead of one budget meeting at the end of the fiscal year. They feel this will help them to better decide where funds will be spent.
- Marketing – In regard to Marketing Funds: Knapp would like to know how many local hotels get guests who ‘walk in’ without reservations being made in advance. Miller would like to see a survey of room rental information from local hotels to help the board to know where marketing money is more effective for Buffalo. J. Smith would like to see marketing funds diversified to take advantage of the travel habits of the 30 ‘something’ and younger market. J. Smith feels the JCTA Marketing spend may currently be too billboard heavy. Board discussed some ideas that could help reach a younger travel market as younger people have moved more toward internet or online marketing (apps, etc.). Miller feels the survey for the hotels would be an effective marketing tool for the use of the JCTA board, and a simpler way to get the necessary information. Board agreed. Direction will be given to the Chamber staff regarding the preparation and distribution of the survey to local establishments. Board discussed if a Multiview survey is possible. Board expressed an interest in finding out how the Lodging Tax funds portion appropriated by the City and County are being used/spent by the City and the County. The board would like to see demographic reports for the publications they currently advertise with on behalf of Buffalo and Johnson County. Chamber staff will start to collect the information in January.

Business Meeting Adjourned: Adjourned at 4:20 pm

Next meeting will be: December 11, 2018 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick