

**Johnson County Tourism Association**  
Board Meeting Minutes  
October 9, 2018  
Buffalo Chamber - Downstairs Conference Room

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

**Call to Order:** Anton called the meeting to order at 4:04 pm.

**Approve:**

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

**Old Business:**

- There was no old business.

**New Business:**

- Election of Officers – Anton nominated Henry as Board Chairman. Miller seconds the nomination. Henry nominated Anton as Vice-Chair. Bradley seconds the nomination. Henry nominated Bradley as Treasurer/Secretary. Knapp seconds the nomination. There were no other nominations for these positions. Board voted, and nominations carried. New JCTA Board Officers are as follows: Henry – Chairman, Anton – Vice Chair. Bradley – Treasurer/Secretary. McCormick will get minutes to ANB Bank to get the signers on the accounts updated. Signers are as follows: Jim Henry, Harold Anton, and Catherine Bradley.
- Annual Billboard Maintenance – Stallwood had made the final check on the local billboards before winter season. Stallwood said everything looks good, and no repairs are needed to any of the local billboards.
- Top Ten True Western Towns – Board was informed of Buffalo’s placement on the list for the 2019 calendar year. Formal announcement will be made after the first of the year (2019) as per True West Magazine rules.
- Goal Setting for the JCTA Board – Henry reviewed the JCTA bylaws for the board, and the involvement of the board in the past regarding decision making, re: marketing and promotion. Board discussed email from Jill Smith regarding goals for the board. A marketing analysis report was suggested. Miller feels the board does not have the available funding for a market analysis report. Miller thinks roughly the same information can be obtained from the state department of travel and tourism. The board discussed a survey instead of a report, as this option would be less expensive with some of the same results/information. Miller suggested a survey of local lodging properties (How did you hear about Buffalo?) to narrow down what marketing is working for county tourism. Knapp would like more information about MultiView in advance of the next budget session. Knapp would like to know if we are using MultiView to best benefit of county tourism. Smith will be looking into MultiView product and their provided services. Anton would like to see more marketing aimed at the ‘shoulder’ season in Johnson County. Anton thinks the tourism numbers for summer are ‘what they are going to be, we are already full in the summer’, and would like to see the focus turn to tourism opportunities in the fall/winter months.
- Budgeting – In regard to marketing, Knapp would like to see yearly budget preparation begin sooner rather than later. Miller feels the board could start their reviews at the December meeting. Knapp would

like to consider funding for the Satellite Information Center in the next fiscal year budgeting as city and county funding is getting more difficult to obtain.

- Meeting times – Meeting times will be 3:00 pm on the second Tuesday of every month. Meeting time will be publicized, and if the time is changed that will be publicized also.

**Business Meeting Adjourned:** Adjourned at 4:42 pm  
**Next meeting will be: November 13, 2018 at 3:00 pm.**  
**Respectfully Submitted:** Jennifer McCormick