

Johnson County Tourism Association
Board Meeting Minutes
November 12, 2019
Buffalo Chamber – Downstairs Conference Room

Attending Board Members: Susan Moyes, Jill Smith, Clay Miller, Jim Henry, Harold Anton, Sylvia Bruner, Jennifer McCormick (admin), Jeremiah Wolski (Chamber Board), Michele Wagner (Chamber Board), and Mike Knebel (guest).

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

Approve:

- October Meeting Minutes – Miller made a motion to approve September meeting minutes. Moyes seconds. Motion carries.
- Treasurer's Report - Henry presented the treasurer's report. Smith made a motion to accept the treasurer's report, Moyes seconds. Motion carries.
- October Bills – Moyes motions to approve the October bills. Miller seconds. Motion carries.
- Contract with Jennifer McCormick – smith stated she would like the board to investigate more options. Smith would like for the contract to be voted on for the period through January 1. Henry feels a contract through January 1 would not make sense as that is the time when the board is beginning to get busy with marketing proposals from outside sources, community grants, budgeting, etc. Smith and Bruner feels there should be a better job description for the administrative position. Henry called for a vote for approval on the contract presented by McCormick for administrative services for JCTA. Members voting to approve: Moyes, Miller, Anton, and Henry. Members voting not to approve: Smith and Bruner. Contract was approved. Bruner requested an Ad Hoc committee to continue to investigate further options. Committee was formed. Committee members are Bruner, Smith, and Henry. Jake Kennedy will also be asked to join.

Old Business:

- McCormick will followup on the progress of the billboard wrap on the Mr. R's property and report at next meeting.
- Fort Phil Kearny Billboard – McCormick has reached out to Marchel Kelley and has not received a response. She will continue to attempt to follow up with Kelley regarding progress on the billboard.
- Online Presence – Discussion took place among the board members regarding the online presence of the JCTA. Smith will begin working on a press release regarding the function of the JCTA. A monthly press release was discussed.
- Lodging Tax – Ballot for 2020 – Smith will request from McCormick information Smith will need to put together materials on the purpose for the lodging tax and why it is important to the community.

New Business:

- Marketing – Mike Knebel – Knebel made presentation to the board. This issue was tabled for the foreseeable future. Smith feels JCTA needs an RFP before proceeding.
- Bruner presented materials to the JCTA board members for review and discussion at the

December 3rd workshop meeting of the board.

Business Meeting Adjourned: Adjourned at 4:29 pm

Next meeting Date: December 10, 2019

Respectfully Submitted: Jennifer McCormick