

Johnson County Tourism Association

Board Meeting Minutes

April 14, 2020

Bomber Mountain Civic Center

Attending Board Members: Harold Anton, Clay Miller, Jill Smith, Sylvia Bruner, Cathy Bradley, Cole Burnham, Susan Moyes, Claudia Todd (guest) and Jennifer McCormick (admin).

Call to Order: 3:05 PM

Approve:

- Meeting Minutes for March – Miller made a motion to approve the meeting minutes for March, Bradley seconds. Motion carries.
- March Treasurer's Report – Bradley presented the Treasurer's Reports. Miller motioned to approve the treasurer's reports for March. Anton seconds. Motion carries.
- April Bills – Bradley reviewed March bills for the board. Moyes motioned to approve payment for the March bills. Miller seconds. Motion carries.

New Business:

- Billboard Inspections and Maintenance: Board discussed having Honey Do (Dave Stallwood continue billboard inspections and routine maintenance. Bradley moved to have Stallwood continue for the 2020/2021 fiscal year and for him to submit a bid for repairs to the Fort Phil Kearny billboard. Moyes seconds. Motion carries.
- Administrative and Marketing Assistance: Smith informed the board that Claudia Todd and JOCO will be able to help with marketing assistance and Johnson County Commissioner's secretary will be able to assist with administrative work for the JCTA board.
- COVID-19 Local and State: Miller noted that most organizations and businesses are pulling back from marketing for this upcoming spring/summer tourism season. Smith noted that less paid marketing could be done and there be a more expansive use of the JCTA Facebook page, in conjunction with the Chamber of Commerce, to disseminate information to the public. Board discussed cancellations and cancellation polies for reservations during pandemic. Smooth noted an interesting trend that the drive markets are projected to return by Memorial Day with no word on when the fly in market will return to the state. Also noted, the international market will not recover for the 2020 spring/summer tourism season. The board discussed a drive market and local marketing push for the spring/summer tourism season. The board also discussed organizing Thank You packages for front line pandemic workers.
- Buffalo Bulletin Vista (request for funding): Smith presented to the board a request from Robb Hicks at the Buffalo Bulletin for \$6,400 from JCTA to print the VISTA tourism piece. Board discussed and decided this was not in the parameters of their bylaws to grant this request. Smith will approach Hicks with the offer to place a JCTA ad in the VISTA. Smith will let the board know the results at the May meeting.
- Advertising/Marketing moved to May Meeting: Board decided to move advertising and marketing proposals and discussion to May meeting. The board will have a better financial picture in May.
- Letter to Grant Recipients: Letter will be sent out to grant recipients regarding event status at this time. Are there any plans to cancel or go forward with the events?

Meeting Adjourned: 4:15 PM

Next Board Meeting: May 12, 2020 at 2:00 PM.

