

Johnson County Tourism Association Board Meeting Minutes  
March 28, 2023, 1:00 PM  
ANB Bank Lower-level conference room

Present: Jody Sauers, Kaitlin Giles, Anita Peoples, Brian Whitlock, Kristin de Galard, Administrative Assistant, Laurel Foster (via phone). Guest: Kate Harness

The meeting was called to order by Jody at 1:25 PM.

Board elections: Kaitlin motioned to nominate Chair to choose her Executive Committee. Brian second. Motion passed. Jody selected Board members as follows: Vice Chair - Kaitlin Giles, Secretary – Laurel Foster, Brian Whitlock – Treasurer. All will serve a two-year term.

Motion by Kaitlin that the Board approve January and February meeting minutes. Brian second. Motion passed.

Motion by Kaitlin to approve financial report. Second Brian. Motion passed.

Anita made the motion to approve moving funds from our checking account at ANB Bank to 12 month CDs at other banks in our community in order to earn more interest on our current funds and give business to other banks in our community . Kaitlin second. Motion passed.

Kaitlin motioned that we donate \$6000 to the Buffalo Chamber of Commerce. Anita second. Motion passed.

Kaitlin motioned that we donate \$2500 from Special Projects budget to the Buffalo Trails Board for their purchase of a bike repair station. Anita second. Motion passed.

Jody presented proposed lease from the Buffalo Chamber of Commerce for the satellite visitor center. Discussion led to a suggestion that several revisions need to occur before the Board moves forward. Brian will be making suggested revisions and present to the Chair by April 14<sup>th</sup>.

Kristin reported on various projects she is working on. Her top priority is the mailing of the grant award letters to the recipients of the Tourism Promotion Grant, which will be completed by Wednesday, March 29<sup>th</sup>.

Committee to collect information on content, leases and condition of currently owned/leased billboards was directed to inform Board of their recommendations by April for budgeting 2023/2024.

Kaitlin and Jody will be creating RFPs for the various ad agencies which the Board is interested in hiring for future marketing to include Creative, Social Media and Local Photographer. Kaitlin motioned that we invest in desired URLs with a budget of up to \$10,000. Brian second. Motion passed.

The budget/executive committee will meet on April 12<sup>th</sup> at 2:00 PM in our new office at 5 N. Lobban Ave for the first pass on the proposed 2023/2024 budget.

Discussion occurred regarding a change of day/time to hold Board meetings during the months of June, July and August. The meeting dates will move to the 2<sup>nd</sup> Tuesday of those months at 9:00 AM. This change will be sent to media and city and county administrators.

The next Board meeting is Tuesday, April 18<sup>th</sup> at 1:00 PM at ANB Bank.

With no further business, the meeting was adjourned at 3:20 PM.

Respectfully submitted by Kristin de Galard, Administrative Assistant