

Johnson County Tourism Association Board Meeting Minutes
April 18, 2023, 1:00 PM
ANB Bank Lower-level conference room

Present: Jody Sauers, Kaitlin Giles, Anita Peoples, Brian Whitlock, Laurel Foster, Harold Anton, Kristin de Galard, Administrative Assistant

The meeting was called to order by Jody at 1:00 PM.

Motion by Laurel that the Board approve March meeting minutes. Anita second. Motion passed.

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

Bookkeeper, Chanda Rule, was required to apply for a new EIN number from the IRS, as the previous number, acquired in 1989, was no longer recognized by the IRS. Our bank accounts at ANB will need to be closed and new ones (checking and money market) will need to be opened with the new EIN number. Jody asked for approval to do this, deposit an amount in our checking account and the remainder of the funds to go into the new Money Market account. Motion by Kaitlin. Second Brian. Passed.

Jody announced that we did receive 1% funds from the committee, however, since we already have funds remaining from last year, she requested that the board consider returning the new award to the County so that the monies could be awarded to an entity in need. Motion by Laurel. Second Kaitlin. Passed.

Proposal to pay \$650 per month to the Buffalo Chamber of Commerce for a monthly lease for the Satellite Visitor Center. Motion by Kaitlin. Second Anita. Passed.

Committee Report: Billboards. We are still collecting information from landowners regarding leases on which billboards stand. Costs for leases, repair and/or replacement of vinyl will be reported in the next weeks prior to the final budget being prepared.

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.

Kristin reported on projects she has been working on.

The next Board meeting is Tuesday, May 16th at 1:00 PM at ANB Bank.

With no further business, the meeting was adjourned at 3:00 PM.

Respectfully submitted by Kristin de Galard, Administrative Assistant