MINUTES

Johnson County
Convention, Visitor, and Tourism Board
Tuesday, May 17th, 2016
West Annex Auditorium

The meeting was called to order at 6:04pm.

Board Members Present: Kim Smith, Megan Bowman, Janice Bullman, Cynthia Williams, Mike Neal, Christian Maslowski, Laura Richardson, Nathan Huelsebusch, Sarah Brown.
All members were present.

Agenda: Agenda presented by Mike Neal. Motion to approve the agenda made by Janice Bullman, seconded by Megan Bowman. Motion carried unanimously.

Public Comments on Agenda Items: None

Previous Meeting Minutes: Minutes from 4/19/16 Meeting were reviewed. Motion to approve the Minutes as written, made by Christian Maslowski, seconded by Cynthia Williams. Motion carried unanimously.

Old Business:

- **Financial Report:** No Financial Report was made available to the board. The County Treasurer was not responsive to multiple requests for an up to date financial report.

- **Committee Reports:**
  - **Research Committee:** Met on May 10th. The following items were identified as important for consideration and discussion:
    - Research Committee members feel a loyalty to the Innkeepers that are paying this tax.
    - Committee's goal is to get visitors here and for them to spend the night in Johnson County.
    - Members are concerned about immediately forming a not-for-profit entity. Members feel that holding off on such a specific designation will allow us more flexibility in the coming months as we continue to learn what CVT structure will best serve our county.
    - One option would be for the CVT board to contract with an existing not-for-profit organization.
    - Another option would be for the board to contract directly with an outside marketing firm demonstrating expertise in the area of destination marketing.
    - The Research Committee will continue to gain more information regarding the way that other CVT's are structured. The committee will also be working on becoming familiar with potential marketing firms that the board may want to learn more about.
  - **Budget Committee:** Has been limited in its work due to lack of information regarding our funds.

New Business: None

Public Comments from the floor:

- Cheryl Morphew, President & CEO of the Johnson County Development Corp. (JCDC), discussed the benefit of an advisory board. This advisory board would consist of CVT Board members as well as JCDC Board Members.

Motion to adjourn by Christian Maslowski, second by Megan Bowman, Motion carried unanimously.
The meeting was adjourned at 7:27pm.

Mike Neal, President

Janice Bullman, Vice President

Megan Bowman

Sarah Brown

Nathan Huelsebusch

Christian Maslowski

Laura Richardson

Kim Smith

Cynthia Williams