

MINUTES

**Johnson County
Convention, Visitor, and Tourism Board**
Tuesday, July 19th, 2016
West Annex Auditorium

The meeting was called to order at 6:05pm.

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 Cynthia Williams. Motion carried unanimously.

Public Comments on Agenda Items: None

Previous Meeting Minutes: Minutes from 6/21/16 Meeting were reviewed. Motion to approve the Minutes as written, made by Christian Maslowski, seconded by Megan Bowman. Motion carried unanimously.

Old Business:

- **Financial Report:**

- Figures from an updated deposit report and spreadsheet from the County Treasurer's office were provided.
- Collections for June as of 6/21/16 were \$16,271.91, but they were not due until 6/22/16.
- Year-to-date collections total \$190,490 as of 6/21/16.

- **Committee Reports:**

- **Research Committee:**

- Presentation by Rachael Ackley, Executive Director of Shelby County Tourism & Visitors' Bureau
 - Their Operating Budget is approximately \$270K per year and staff of 1.5 persons
 - Reviewed structure of Shelby County Tourism & Visitors' Bureau and relationship with local government.
 - Highlighted most beneficial outreach including print materials, visitors' center, Taste of Shelby County
- Presentation by Jaime Bohler Smith, Executive Director, Visit Hendricks County
 - Their operating budget \$2.2MM and a staff of nine.
 - Reviewed structure of Visit Hendricks County
 - Approved outside of county budget
 - Free-standing, not contracted with another not-for-profit
 - Governing board has nine members. Seven county commissioner appointees, and two from the Town of Plainfield.
 - Highlighted the benefit of a content management/customer relationship system, such as

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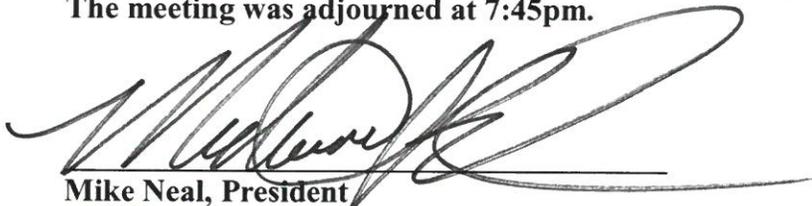
Simple View.

- Jaime recommended that the Johnson Co CVT will likely benefit from two full-time staff members moving forward.
- **Budget Committee:**
 - Cynthia Williams & Mike Neal presented a draft of a proposed budget for 2017, including information regarding five-year Johnson County Tourism revenue forecasts.
 - Budget is being based on an estimate of \$500K being collected during the 2016 calendar year.
 - Cynthia Williams made a motion to approve the proposed budget for 2017. Seconded by Janice Bullman.
 - Proposed 2017 budget was approved unanimously as presented.

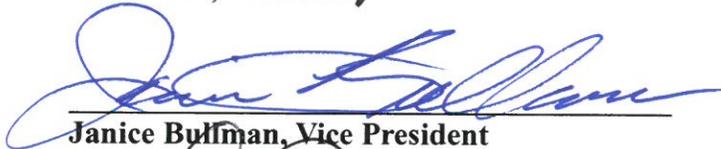
New Business: None.

Public Comments from the floor: None

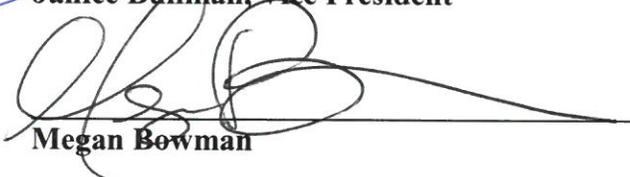
Motion to adjourn by Christian Maslowski, second by Cynthia Williams, Motion carried unanimously.
The meeting was adjourned at 7:45pm.



Mike Neal, President



Janice Bullman, Vice President



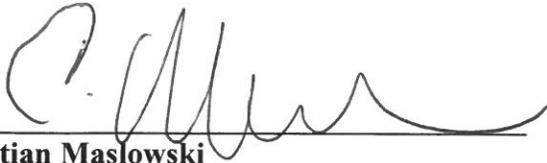
Megan Bowman

Sarah Brown

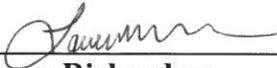


Nathan Huelsebusch

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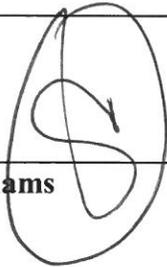


Christian Maslowski



Laura Richardson

Kim Smith



Cynthia Williams