

MINUTES

**Johnson County
Convention, Visitor, and Tourism Board**
Wednesday, October 5th, 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.

Agenda: Agenda presented by Mike Neal. Agenda altered by moving John Martin's presentation earlier in the meeting to accommodate schedule. Motion to approve the agenda made by Megan Bowman, seconded by Kim Smith. Motion carried unanimously.

Public Comments on Agenda Items: None

Previous Meeting Minutes: Minutes from 9/20/16 Meeting were reviewed. Motion to approve the Minutes as written, made by Cynthia Williams, seconded by Megan Bowman. Motion carried unanimously.

Old Business:

- **Financial Report:**
 - **Treasurer's Report:**
 - Year-to-date collections total \$383,701.72 as of 10/5/16.
 - Articles of Incorporation the CVT entity have been completed by Sheena Wheeler and have been filed with the IN Sec. Of State's office.
 - Cynthia Williams will be setting up a bank account at Horizon once funds are available to deposit.
- Presentation of the three organization options
 - Christian Maslowski presented a chart to guide discussion regarding our future structure
 - It was agreed upon that the board has essentially narrowed the options down to “Contracting with an existing agency” OR “Hiring Direct.” (We are likely not going to form a new 501(c)3 entity.)
 - Both scenarios provide a lot of similarities in terms of commission management, quality control, and costs.
 - Several board members commented that the “direct hire” option appears to provide more freedom and flexibility to make ongoing adjustments down the road.

New Business:

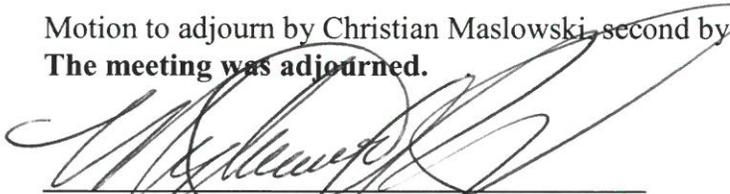
- John Martin, Editor Indiana Golf & Travel Guide
 - Provided some background on the Golf & Travel Guide, as well as the IN DNR Outdoor Recreation Guide.
 - John works with CVT's, golf courses, hotels, and restaurants across the state to develop golf packages and encourage overnight stays.

MINUTES

- Distribution for the Golf & Travel Guide is 110,000 annually.
- DNR Recreation Guide distribution is 300,000 annually
- Commissioner Kevin Walls addressed the board.
 - Encouraged the board members to direct media inquiries to previous meetings' minutes for more information.
 - Encouraged the board to invite members of the media to attend a meeting
 - Discouraged board members from taking spontaneous media interview requests
 - Encouraged the board to meet with potential marketing firms to get more specific information about their services.

Public Comments from the floor: None

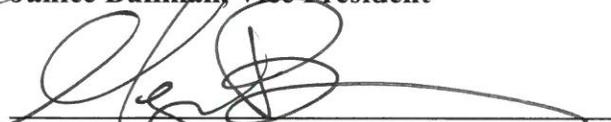
Motion to adjourn by Christian Maslowski, second by Cynthia Williams, Motion carried unanimously.
The meeting was adjourned.



Mike Neal, President



Janice Bullman, Vice President



Megan Bowman



Sarah Brown



Nathan Huelsebusch



Christian Maslowski



Laura Richardson

MINUTES



Kim Smith



Cynthia Williams