

DANVILLE-BOYLE COUNTY CVB BOARD MEETING MINUTES
Grayson's Tavern
8 a.m.

DATE: February 24, 2016
ATTENDEES: Mark Morgan, Jennifer Kirchner, Chris Kubale, Brittney Mills Adams,, Cody Polston and Denise Wade
GUESTS: Ben Nelson

TOPIC	CONCLUSIONS/RECOMMENDATIONS	ACTION/FOLLOWUP
Vice Board Chair Report	<p>Chris Kubale discussed the need to elect officers to fill the vacated seats of Chair and Treasurer left by Brenda Willoughby Brown and Michael Stryck. This for a term through June 2016. Chris also said that Gina Melton will be retiring in March and Brandon's term ends in July and new members will be needed.</p> <p>Chris nominated Mark Morgan for Chair.</p> <p>Chris nominated Cody Polston for Treasurer.</p> <p>Mark discussed the value in setting up a committee to review bylaws. The committee members are Jennifer, Cody and Mark.</p>	<p>Gina made a motion to elect Mark Chair. Chris seconded the motion and it unanimously carried.</p> <p>Brittney made a motion to elect Cody Treasurer and Chris seconded. The motion unanimously carried.</p>
Financials	January 2016 financials were reviewed.	Cody motioned to approve January financial reports. Chris seconded the motion and it unanimously carried

Minutes	Board reviewed January meeting minutes.	Cody motioned to approve minutes. Chris seconded the motion and it unanimously carried.
Directors Report	<p>Jennifer reported that there is all partner EDP meeting 3/16 at 8:00.</p> <p>Marketing efforts continue to focus on group travel focusing in cultural and heritage tourism. A group of 45 will be passing through for dinner at Cue and this was a result of our FAM tour hosting ABA operators in January.</p> <p>Festival planning is in full swing.</p> <p>Budget planning will begin in March</p> <p>Denise has completed large shipment of mailings of CVB promotional materials.</p> <p>Metrics have been submitted to EDP for dashboard reporting.</p> <p>Jennifer participated in a staff retreat.</p> <p>Jennifer also gave updates on CS Park, trails, and branding efforts.</p>	
Hotels	Cody reported that revenue was over 15% from last year.	
Restaurants	Jerry Houck is opening a new restaurant on 4 th St in former Taqueria location.	

New business	Ben Nelson addressed the board regarding the RFP on behalf of the EDP. Began gave a brief history of the effort that began in April 2015. One of the 5 key result areas generated was the development of a strategic plan. A vote to support the RFP being sent out is not an agreement of payment, rather an agreement to explore the options. Need to complete honor for Jerry Boyd.	Gina motioned to release the RFP to bid. Cody seconded the motion and it unanimously carried.
Adjournment	Next meeting is March 24, 2016.	Chris motioned to adjourn. Cody seconded the motion and it unanimously carried. Adjourned at 9:48 a.m.