

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

DATE: May 26, 2016
ATTENDEES: Mark Morgan, Chairman, Brittney Mills Adams, Jerry Houck, Chris Kubale, Brandon Long, Cody Polston, Shane White, Jennifer Kirchner, and Denise Wade
GUESTS: Jody Lassiter and Ben Nelson

TOPIC	CONCLUSIONS/RECOMMENDATIONS	ACTION/FOLLOWUP
Call to Order	Mark called the meeting to order at 8:00 a.m.	

<p>Chair Report</p>	<p>Mark discussed again the possibility of changing the board meeting day and time and took a poll to see who can meet on Monday's at 10:00 a.m. Cody said he could not because payroll is due at 10:00 a.m. Mark then suggested noon and Cody said that would work with his schedule. Shane thanked everyone for their willingness to change the day and time of the meetings.</p> <p>Mark discussed the need for updating the bylaws. He said there is some confusion in them because there are references to different sources for certain items. Mark said Cody noticed the issue and brought it to his attention. Mark said he is working on the changes and will get the updated bylaws to Cody sometime this summer. Jennifer said Mark has gone through the bylaws and added some legal language where applicable.</p> <p>Mark presented the communications/marketing proposal between EDP and CVB for a vote by the Board. Mark then called for discussion on the motion. All Board members were heard during discussion. Please see attached description for details.</p>	<p>Mark and Jennifer said they will think about the time and report back to the board at the next meeting.</p> <p>To be discussed at a later date.</p> <p>Chris made a motion to approve the proposal and to authorize Mark to sign the agreement. Brittney seconded the motion and it unanimously carried.</p>
<p>2016-2017 Budget</p>	<p>Jennifer presented the budget for 2016-2017 and said she did not receive any comments from the Board.</p>	<p>Cody made a motion to approve the budget for 2016-2017 as presented. Chris seconded the motion and it unanimously carried.</p>
<p>Financials</p>	<p>April 2016 financial reports were reviewed.</p>	<p>Jerry motioned to approve the April financial reports. Brandon seconded the motion and it unanimously carried.</p>
<p>Minutes</p>	<p>April 28, 2016 minutes were reviewed.</p>	<p>Brandon motioned to approve the minutes as printed. Chris seconded the motion and it unanimously carried.</p>

<p>Directors Report</p>	<p>Jennifer announced that Kentucky Tourism has experienced the strongest economic impact growth rate since 2005. Boyle County tourism increased by 4.3% in 2015.</p> <p>Jennifer said she is planning to have a retreat for the Board and staff in August or September this year. She has updated the CVB planning document through August 2016. A new strategic plan will be done after the retreat.</p> <p>Jennifer encouraged everyone to attend the unveiling of the governor's plaque for Steven Beshear on June 1, 2016 at 10:30 at Constitution Square Historic Park.</p> <p>Jennifer said she was asked to write an article for the Advocate-Messenger every 4-6 weeks on relevant tourism issues. The first article was about the sharing or access economy that is emerging.</p> <p>Jennifer said she is monitoring and attending Parks & Recreation meetings.</p> <p>Announced that there was an article in the USA Today about the barbecue festival in Danville.</p>	
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Hotels	<p>Cody reported that Hampton Inn is booked the weekend of June 3-5, 2016 for the GABBF and two weddings. The estimated completion date for the Holiday Inn Express is October 1, 2016. Cody also announced that Hampton and Holiday Inn has hired Myrna Miller as the joint sales rep and PR person for both hotels.</p> <p>Brittney reported that Warrenwood has 37 weddings booked this year with several scheduled for the weekdays.</p> <p>Jerry announced that he is hosting an open house at The Retreat in Perryville today from 4 – 6 p.m. He has invited people from local industries and people that are involved with weddings and local economic development.</p>	
Restaurants	<p>Jerry reported that renovations are on target for Nellie Burton restaurant. He is hosting the Heart of Danville breakfast there on June 22nd and they are planning a few soft opening events.</p>	
New/Old Business	<p>No new/old business.</p>	
Adjournment	<p>Next meeting is June 23, 2016.</p>	<p>The meeting adjourned at 9:35 a.m.</p>