

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

DATE: June 23, 2016
ATTENDEES: Mark Morgan, Chairman, Brittney Mills Adams, Jerry Houck, Chris Kubale, Brandon Long, Cody Polston, Shane White, Jennifer Kirchner, and Denise Wade
GUESTS: Pam Wright

TOPIC	CONCLUSIONS/RECOMMENDATIONS	ACTION/FOLLOWUP
Call to Order	Mark called the meeting to order at 8:05 a.m.	
Chair Report	No report	
2016-2017 Budget	The second reading of the budget was held. No changes made from first reading.	Shane asked Jennifer to show the previous year's budget on the report as a benchmark. Chris made a motion to approve the budget for 2016-2017 as presented. Brittney seconded the motion and it unanimously carried.

<p>Financials</p>	<p>May 2016 financial reports were reviewed. Cody said the room tax for March increased \$1,770 for a total of \$15,290. He also said revenue for March 2016 was down from last year.</p> <p>Shane asked what can we do to increase stays in Danville/Boyle County. Brittney suggested having an antique show at Boyle Co location during the off season. It was noted room tax is low in winter months and this is a possible solution to increase revenue. Jerry suggested having an antique show during Brass Band. It was also suggested hosting something like the Antique Road Show would be useful. A venue such as historic Warrenwood would be appealing.</p>	<p>Brittney motioned to approve the May 2016 financial reports. Brandon seconded the motion and it unanimously carried.</p>
<p>Minutes</p>	<p>The minutes for May 26, 2016 meeting were reviewed.</p>	<p>Jerry motioned to approve the minutes as printed. Brandon seconded the motion and it unanimously carried.</p>

<p>Directors Report</p>	<p>Jennifer announced that Abbey Piper has been agreed to assist with social media. Jerry asked if she will attend meetings Jennifer said we can ask her to if we feel it's important.</p> <p>Jennifer said she received a call from ABC News about placing a weather camera in Danville. She said the package cost \$18,000 annually but it offers great exposure for Danville. Only four communities will be chosen and there are only two spots left. The camera will be placed at a location chosen by us. Danville would be mentioned four times per day; one interview on the Good Day show; and once per year ABC would broadcast from Danville.</p> <p>The Chandler Thinks kick off breakfast will be held at the Wilderness Trail Distillery on June 30th at 7:45 am. The board is encouraged to attend.</p>	<p>A dinner with Mr. Chandler and the board was set for June 29th at 6:30 pm at Cue on Main.</p>
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Hotels	<p>Cody reported that Hampton Inn is usually booked for weddings on weekends and business travelers during the week. The General Manager for Holiday Inn Express has been hired. Cody also said Quality Inn is up for sale.</p> <p>Cody also shared a map of Franklin, Tennessee that would be a great format for Danville.</p> <p>Brittney reported that business at Warrenwood is very good.</p> <p>Chris said she hosted people from the Pleins Art Show.</p> <p>Brandon reported that the quilt shows and summer camps have been very successful at the Community Arts Center. He also said the artist in residence for GSA this year was Mark Wilham.</p>	The Board asked to see the occupancy rates for Boyle County. Jennifer said she will add that information to her Director's report.
Restaurants	Jerry reported that Cue is doing well. He also said the executive staff for Nellie Burton's restaurant has been hired and he is working on obtaining an alcohol license. He hosted the Heart of Danville breakfast at Nellie Burton's on June 22 nd .	
New/Old Business	Cody said World Tourism Day is September 27, 2016. Last year it was at Shaker Village. Tourism week is scheduled for May 7-13, 2017. He suggested that we organize a tourism day in Danville during the off season.	Brandon and Cody both agreed to work on a committee for a possible tourism day in April 17.
Adjournment	Next meeting is July 28, 2016.	The meeting adjourned at 9:45 a.m.