

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

DATE: July 28, 2016
ATTENDEES: Mark Morgan, Chairman, Brittney Mills Adams, Jerry Houck, Chris Kubale, Brandon Long, Cody Polston, Shane White, Jennifer Kirchner, and Denise Wade
GUESTS: Abby Piper and Kerry Steinhofner

TOPIC	CONCLUSIONS/RECOMMENDATIONS	ACTION/FOLLOWUP
Call to Order	Mark called the meeting to order at 8:10 a.m.	
Chair Report	<p>Mark announced that CVB's auditors Robinson, Hughes & Christopher will meet with the board members to present financial reviews and audits.</p> <p>Mark announced that this is Brandon Long's last meeting. He said Brandon has been a valuable member for two terms. Mark also said Brandon always has an informed perspective and hopes he will continue to be involved with CVB.</p> <p>Mark said a board retreat is still being considered but we need to decide on a date and location. Hopefully we can meet at Warrenwood sometime in October. The retreat will replace the October board meeting. Also, we will have one meeting for November and December in early December.</p> <p>Mark explained that Jennifer needs to have a job title for her new role with EDP.</p>	<p>Date to be determined.</p> <p>Date to be determined.</p> <p>Chris made a motion to approve Communications Director as the job title for Jennifer's work on behalf of the contract with EDP. Brandon seconded the motion and it unanimously.</p>

Abby Piper	Jennifer introduced Abby Piper as CVB/EDP digital media professional. Abby will run campaigns and over see social media strategy.	
EDP Strategic Planning Group Recommendation	Jennifer reported that EDP recommends the firm of RKG & Associates to prepare the long range strategic plan for Danville-Boyle County.	Cody made a motion to endorse the recommendation of EDP to offer the strategic plan contract to RKG & Associates. Shane seconded the motion and it unanimously carried.
Financials	June 2016 financial reports were reviewed. Cody said two hotels have not paid May room tax and no one has paid for June.	Brittney motioned to approve the June 2016 financial reports as presented. Brandon seconded the motion and it unanimously carried.
Minutes	The minutes for June 23, 2016 meeting were reviewed.	Brandon made a motion to approve the minutes as printed. Chris seconded the motion and it unanimously carried.
Directors Report	<p>Jennifer pointed out that she added the hotel occupancy rate for June which was 78%. The national average was 64%.</p> <p>Jennifer also said that she wrote an OpEd for the Advocate-Messenger on trails and tourism.</p> <p>Jennifer announced that she is holding listening tours which are a series of one on one meetings with community leaders and stakeholders to discuss her new role and listen to constituents regarding EDP effectiveness. She has held 6 or 7 meetings and they have been very positive. Once finished she will develop a plan for the top 3-5 items that will come out of the meetings.</p> <p>The new Civil War Trail brochure has been sent for publication.</p> <p>Jennifer said CVB will not execute a contract with ABC news for \$18,000. She recently discovered that Danville has a</p>	

	<p>contract with NBC that is free for us to use.</p>	
Hotels	<p>Cody reported that the Holiday Inn Express is on target to open late fall.</p> <p>Shane said almost 100% of their guests at The Loft are now travelers booking a couple of months in advance instead of Centre College parents visiting their kids.</p> <p>Jerry attended the KTIA conference in Stanford a few days ago. Tourism is the third largest revenue industry in Kentucky. He also learned that people traveling through this area are interested in an “authenticate experience”. There is interest in marketing the Kentucky River as a trail by removing a few locks to open the river up from Frankfort down to Western Kentucky.</p> <p>The question for Boyle County is how can we create a new trail on Herrington Lake? Brittney said KU would be a great partner on this endeavor. Kentucky is known for being a great place for 2-3 day trips and we need to focus on expanding that to a weeklong vacation.</p> <p>Brittney said she has referred customers to The Loft and realizes that Danville needs a downtown hotel. She suggested that a package be put together to send out to potential investors.</p>	
Restaurants	<p>Jerry announced that Nellie Burton’s Steakhouse opens to the public August 8, 2016.</p> <p>Jerry also said he bought the house behind the Boyle House in Perryville and is trying to determine the best use of the</p>	

	property. He also turned in a petition to allow alcohol sales in Perryville. The petition could be added to the ballot in October, 2016.	
New/Old Business	No new or old business.	
Next Meetings	Next meeting is August 25, 2016. September's meeting is September 22, 2016 and October's meeting is October 27, 2016	
Adjournment	The meeting was adjourned at 10:10 am.	