

SRC Tourist Development Council
Board of Directors Meeting
Wednesday, 3:00 pm
January 16, 2013

Board Members

Dorothy Slye
Mike Loera
Jack Sanborn

Jim Melvin
Kyle Holley
Clayton White

Attendees

Kate Wilkes
Kristen Loera
Chuck Emling

Don Davis
Meridith South
Laurie Gallup

Jessi Stone
Brittany Rounds
Amanda Creel

1. The meeting was called to order by the chair, Jack Sanborn at 3:04 PM

2. ADDITIONS OR CORRECTIONS TO AGENDA

No additions or corrections were added to the agenda.

3. APPROVAL OF MINUTES

The Board reviewed minutes of the December 19, 2012, meeting. Dorothy Slye made a motion to approve; Mike Loera seconded; minutes were approved.

4. FINANCIALS-KATE WILKES

Kate Wilkes presented financial reports.

5. MDi MARKETING AND STATISTICAL UPDATE

Meridith South distributed out the statistical report. She discussed some of the keywords with the committee. She stated that they were planning on updating vacation guide with new photos and they are still taking resumes for new social media person.

6. SUNSHINE LAWS

Kate Wilkes reviewed the sunshine law with the committee. Kate Wilkes stated that per county attorney sunshine law applies to the sub committees.

7. AGRI-PLEX

The TDC Board discussed the request by the South End Committee to take the request for \$200,000 for the Agri-Plex from the general reserves off the BOCC agenda until it was voted on by the South End Committee. There was no motion made so it will remain on the BOCC Agenda for Jan. 22

8. HAAS STUDY

Kate Wilkes request that any questions about HAAS study be sent to her by February 1 2013. Once all questions have been sent to her she will ask them to attend a TDC Board meeting so they may address questions.

9. DIRECTOR UPDATE

BTW CONTRACT

Kate Wilkes will check on total amount that BTW will receive.

VISITOR GUIDE

Kate Wilkes stated that Visitor's Guides were in the process of being updated and reprinted. It will be completely redone after the photo shoot.

CONFERENCE ROOM FOR SNOWBIRDS

The TDC Board felt that there were better places for the snowbirds to gather than the conference room at the visitor center.

Meeting adjourned at 4:05 PM