

JCBT
1.24.22 6:30 pm
Jefferson Co. Courthouse, Commissioners Office

Present: Dave Bramer, Jim Bartlett, Ron Bateman, Wendy Lawson, Trevor Crafton(via phone)

Absent: Curtis Chatham

Public: Jess Spiess, Sarah Prasil, Lucy Dattilo, Bob Demaree, Victoria Perry

President Dave Bramer called the meeting to order, opened with the Pledge of Allegiance. Approval of minutes from Dec. 20 meeting was pushed to Feb. meeting due to only 2 board members being present from that time period.

Dave introduced new Board members: Ron Bateman, Jim Bartlett, & upon Commissioners approval, Victoria Perry.

Treasurers Report: Dave stated that Curtis is out sick, will read the financial report that Curtis sent, Operations account \$1511.23, Money Market \$615,440.77, Innkeepers tax collected for Dec. 2021 was

\$54,944.13, average was 30,000 which this was close to the top, total for 2021 \$537,606.48. Good bounce back year. Wendy motioned to accept Treasurers Report, Jim 2nd, all favored, Treasurers Report approved.

VMI Monthly Report: Lucy reported a 2021 overview, Lucy dispersed that to members. Lucy stated VMI's mission statement: "To improve quality of life and economy of Jefferson County by increasing visitation and providing an outstanding visitor experience" We generally focus on Madison, it being the main draw but the whole of Jefferson County benefits. The number one KPI is the Innkeepers tax, It 73% over 2020 26% over 2019, one KPI doesn't tell the whole story, but gives a big start. Retreat for VMI, main focus on reviewing on how we've done things in the past & how to restructure post-covid. Also redid the contract with JCBT which took a long time & should be able to get this one down by the 1st quarter, trying to get it done in February & reach an agreement in March, signing in April to avoid any gaps or VMI working without a contract.

Maintain year around Visitors Center, 349 days last year. Lucy continued with stating the VMI board identified 3 things: 1. Strong Board,(a seat for Madison Main St.) 2. Strong Staff, 3. Leader(Executive Director). Moving forward VMI would like to fill that role, in the budget we put that number in there. Talked about diversify our revenue, finding further funding from other sources, being creative in figuring this out. Lucy continued with staffing, developed a talent strategy, what a tourism industry need, developing that further. Erin Kindle is our Event Coordinator, working on the SOP's, future needs will be that Director position that provided leadership. Build and manage data for better reporting and accountability & action driven results. Lucy stated appreciation for approval from Board for Economic Impact Study, letting us know if we are really making money off these events. Knowing how much these events are bringing in. Sarah reported on the STR report, got the report for the Nights before Christmas and it estimated out to be 1.4 million Economic Impact, will go over 1 more time to make sure. Sarah reported making a google report form for events to fill out for data input to generate the report, stated she gave that to Chataqua & Ribberfest. Sarah continued with doing a comparison

report against different counties, for Dec. outperformed Clark, Scott & Jackson in occupancy rate & rev. par.(revenue per available room) , still getting to know the reports, as of Aug.1, that is when we became eligible to be a member due to Fairfield opening up, 4 out of the 8 hotels are reporting, our goal is to get the other 4, stating they are working on follow up, once they do that they are hoping to go back to 2021 to get historical figures.

Lucy reported that VMI had at least 1 person at every tourism alliance meeting, noting that most arrows were directed at VMI as being the center hub for everything tourism, more collaboration taking place and the importance of VMI. Lucy stated "365" as the next promotion, as to promote the County 365 days a year. Lucy noted that in the contract anything in yellow is a change, also noting that the audit is budgeted, and VMI will continue to do them.

Partnerships & Proposals: Wendy reported that Greg Thorpe from Regatta had reached out regarding a partnership, the form was filled out, she will follow up with him. Wendy asked about the Town of Hanover regarding the website, Dave reported that he sent them the Countys website designer. Jim asked about the rodeo, Dave responded that Curtis was following up with that. Sarah has been in contact with the Bass Federation, VMI is working with them on hotels, will get with them and report back.

Election of Officers: Wendy discussed waiting until next meeting, Ron motioned to push this to the next meeting, Jim 2nd, all approved, motion passed.

Discussion for Future Meetings: Dave dispersed goals for JCBT, noting 5 goals were reasonable start, asked Board to look at these in a strategic way going forward, to lay out a foundation for future boards. Dave also discussed getting By-laws for the Board, will be getting these to Board to look over.

Next meeting dates: Dave stated meetings will be held on the 4th Monday of every month, except Nov. which will be the 21, Dec .19.

Ron asked about the claims, Dave stated he missed that in the financial report & thanked Ron for bringing this up, asked for discussion on claims, no discussion.

Jim motioned to approve claims as submitted, Wendy 2nd the motion, all approved, claims approved as presented.

Audience Call: None

Ron motioned to adjourn, Jim 2nd, all approved, motion passed.

Wendy Lawson, Secretary