

JCBT  
6.27.2022, 6:30 pm  
County Commissioners Office, Courthouse

Present: Jim Bartlett, Ron Bateman, Dave Bramer, Wendy Lawson, Victoria Perry.

Absent: Curtis Chatham, Trevor Crafton

Public: Bob Demaree, Lucy Dattilo, Sarah Prasil, Andrew Forrester, Nancy Crisp, Jess Spiess, Public TV.

Dave opened with The Pledge of Allegiance, asked for any discussion on previous month Minutes, Victoria motioned to approve Minutes, Jim 2nd, all approved, Minutes passed.

Treasurers Report: Dave reported that Curtis moved all of the money into one account at the Auditors Office, report was distributed to members from the Auditor. Dave presented claims for \$2200 for Content 1, & VMI marketing \$6984.98, Ron motioned to approve claims as presented, Jim 2nd the motion, all approved, claims passed. Dave continued with the Innkeepers tax revenue from May of \$56760.36, Jim motioned to approve Treasurers Report, Victoria 2nd, all approved, Treasurers Report passed.

VMI Directors Report: Lucy reported the VMI Board has formed sub-committees: By-laws, Employee policy and procedure manual, finance committee, (stated she would like for JCBT to consider a 3 year contract), Strategic Plan & Executive Director committee has done their job & introduced Andrew Forrester as the new Executive Director for VMI. Andrew expressed his excitement for the position, Lucy continued with having the "right people in the right place", Andrew thanked Lucy for her work at VMI.

VMI Marketing Report: Sarah reported on being present for a ribbon cutting ceremony for the Ohio Scenic Byway, attended the CEO summit, also finalizing a deal with Compass Media which worked with Cincinnati magazine. Stated she will need more Visitors guides, have a PO for 1500 more, with record numbers for innkeepers, Wendy asked if they had any left over from last year & Sarah stated very little.

Talked about the Madison Motor Trail, working on the product development. Planned a Tourism Alliance meeting for July 20, keeping people at the table talking tourism. The STR report, Madison in Bloom, Occupancy rate for Fri, 77%, Sat. 74%, next week on Fri. 87%, Sat. 81%, midweek is 63-70%. Fairfield reported a 78% on a Monday night, Sarah noted this is Regatta Week. Victoria reported Fairfield was ranked #4 in the world of Fairfields for customer satisfaction. Victoria asked for the ADR report from Sarah to help with the sub committee for changing the tax rate, Jim stated that would be helpful & can't have too much data. Sarah reported Facebook has been up over last year, for engagements, 75% female, 24% male, keep pushing for the millenials, Instagram is continuing to grow, up 51% for users on website from last May. Visitors Center had 5,251 visitors in May, busy month so far, continuing to grow from last year.

Wendy asked about replacing her marketing Assistant, Sarah stated she is carrying that load until they find the right person.

Tourism Alliance Report: Dave stated he sent out the link for the final report of the Alliance, Dave asked the board for their thoughts on what Board should focus on, asked Sarah if there any KPI's that she would like to see, Sarah stated that VMI is the "data warehouse", Dave asked if there is a place where partners could go for that, Sarah stated that reporting is specific to events/partners, Sarah stated that the geo locations & "heat mapping". Dave asked if those tools can include where people are coming from, Sarah agreed, & stated having a person to analyze & share so that is understandable. Sarah state QR codes are trackable, & have provide partners with this tool. Stated that she still has to call Clifty Inn for their data. Dave asked about the surveys & getting the higher education involved, Jess added that this was to involve local education possible for low cost. Dave asked about the College Tour video, Sarah stated that it has not come out yet. Sarah reached out to Roostertail and gave them the EIC report to collect data and has not gotten a response, Dave stated he would reach out to them. Ron asked if this communication between organizations is absent & Dave stated that this has been an issue, but these organizations recognize this and are working at talking more. Sarah stated she had sent HC info & is working on that relationship.

Dave pointed out in the report the role of JCBT: funding, opened up for discussion: Dave encouraged Board to think on some strategies & keeping this on the forefront. Victoria asked if the funding would go to the Alliance & how would money go out, Jess stated that the Alliance wanted a "voice" in the funding, & then go to JCBT for the funding, Lucy stated that the Alliance would make recommendations to JCBT. Ron said he thinks the Alliance as a "revolt", Lucy stated that it has evolved & Alliance is an important vehicle to use the funding & it's important to keep it going, ultimately it is up to JCBT to keep this going. Lucy stated there was validity in what the criticism of VMI focusing only on festivals, stating VMI has worked on that & doing the tourism 365 days. Andrew stated that he is excited for VMI to be the facilitator for this Alliance to lead the efforts, & feels He can help achieve the goals that JCBT sets, & it's good to be talking about this.

Partnerships & Projects: Jim stated that there is one in the works, of preparing a plan to take to the State of Indiana for increasing the bed tax: 1. Identify weaknesses 2. Identify opportunities that address those weaknesses 3. Cost benefit analysis.

Wendy motioned to close, Victoria 2nd the motion, all approved, motion passed.

Wendy Lawson, Secretary