

## Tourism Development Board

September 9, 2019

Chamber of Commerce Community Room

4:30pm

- Members in attendance
  - Mandy Eller, Chad McGee, Katie Kemezis, Ben Newman, and Michael Griffith
- Members not in attendance
  - Christy Ross and John Partin
- Guests
  - Everett Brock

Chair, Katie Kemezis welcomed everyone and called the meeting to order without a quorum of members present.

Minutes from the prior meeting were discussed with a motion by Michael Griffith to approve with second by Ben Newman and approved.

Chair Kemezis called for the Treasurer report - with Michael Griffith reporting \$78,828.75.

### Old Business

- Local X Digital Marketing Report - halted campaign as of Aug 22. Engagement over 736, impressions and 781 clicks. 13,000+ increase in new users. Key words were identified and most visited pages. OTT Streaming. Video completion rate was very high with about 150,000 commercials. Almost 126,000 engagements - age group 18-34 (targeted). 46 newsletter sign-ups. People were engaged and over double the average on clicks.
- FY 19-20 Tourism Marketing Grant - asked for \$17,743 and we were awarded that amount. - working to develop a comprehensive social media calendar for a year - develop more day planner trips - email newsletters targeting -

### New Business

- FY 18-19 Audit - Michael Griffith recommended to solicit Denning and Cantrell and the motion to authorize him to retain those services was made by Ben Newman with Mandy Eller seconded and approved unanimously.
- Mandy attended Tourism development state meeting and was able to network with assistant commissioner. Rural Tourism Development department has been created at the state level.

With no further formal business, Chad McGee motioned to adjourn and Michale Griffith seconded. The motion carried.

Submitted, \_\_\_\_\_  
Chad McGee, Secretary