**Mercer County Convention and Visitors Bureau**

**Board Meeting**

**December 14, 2021**

**Members Present:** Cindy Kraft, Josh Cline, Skip Crane, Jeff Disibbio, Dewey Russell, Valerie Hendricks ( By Zoom) Tammie Lucas, Henry Jones

**Members absent:** Julie Hurley, John O’Neal, Jim Spencer, Todd Boggess, Greg Puckett, William Lambert

**Guests:** Michelle Bauer, Buddy Butler

**Staff:** Jamie Null, Karen Morris

**Call to Order & Pledge:**

Josh Cline, president, called the meeting to order at 3:35 P.M. Pledge of Allegiance was offered. Guests were welcomed. The September minutes and financials were passed.

**New Business**

1. **Office update:** Things have slowed down with the holidays coming up. Karen will be back in the office everyday beginning in January. Jeff received approval for changes to the Bluefield Chamber offices so that the CVB can move in and share space.
2. **DR presentation:** Michelle from Digital Relativity said that the website is live now. She also gave an update on how well the fall campaign did and that we have a shop local holiday campaign running now. She went over Digital Relativity’s proposal for 2022, totaling $220,00.00

The board voted on the proposal, and it passed.

1. **Buddy Butler:** Buddy gave the board an update on the CVB’s 2022 Visitors Guide. There are 52 pages in the new guide and all the ad space is sold except for 1 space.
2. **Nominating and Budget Committees:** The new officers (Cindy Kraft – Pres., Jeff Disibbio – VP, Valerie Hendricks – Sec., Tammie Lucas – Treas.) and new members (Mandy Fink, Ansel Ponder, Phil Lane and Nicole Thompson) were presented to the board. They were all approved by the board.
3. **Partner Policies:** Jamie brought up that to be advertised through the CVB, that our lodging properties would need to be current on their hotel taxes and pay them in a timely manner. Discussion and a vote will be on the next agenda as well as the by-law updates.

**Next meeting**: March 8, 2022

**Meeting adjourned:** 4:30 pm

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**Email vote: January 14:**

The by-laws draft was sent to all board members on January 14. Board members Dewey Russel, Cindy Kraft, Henry Jones, Todd Boggess, Valerie Hendricks, John O’Neal, Nicole Thompson, Ansel Ponder, Greg Puckett, Jim Spencer and Jeff Disibbio all voted yes to accept the new changes.

No response: Tammie Lucas, Julie Hurley, Mandy Fink, William Lambert.