

**Mercer County Convention and Visitors Bureau
Board Meeting
October 3, 2022**

Members Present: Cindy Kraft, Jeff Disibbio, Greg Puckett, Nicole Thompson, Henry Jones, Phil Lane, Sam Lusk, John O'Neal, Patrice, Jim Spencer

Members absent: Will Lambert, Mandy Fink, Ansel Ponder, Todd Boggess, Tammie Lucas, Julie Hurley

Guests: Alexa Nagy, Cecil Marson, Bill Archer, Deborah Stone, Melissa Walker

Staff: Jamie Null, Karen Morris

Call to Order & Pledge:

Cindy Kraft, president, called the meeting to order at 2:09 P.M. Pledge of Allegiance was offered. Guests were welcomed. The June minutes and financials were passed.

New Business

- A. **DR update:** Alexa, with Digital Relativity, gave an update on marketing with Digital Relativity, the fall creative refresh, visitors guide campaign and the ATV guide campaign. She discussed the creative and the targeting of both campaigns. She also gave updated numbers for the digital campaigns that have been running.
- B. **Public Relations Proposal:** Deborah and Melissa, from Pineapple Public Relations, presented a PR proposal. The proposal was discussed, Sam Lusk made a motion to accept the proposal, Jim Spencer seconded it and the board voted unanimously to accept the proposal.
- C. **Bluestone Valley Trails Update:** Bill Archer updated the board on the trails. May 14th was the first kayak launch down the Bluestone, starting in Coopers and ending at the Riverfront ATV Resort. The trails at Gardner are open 7 days a week and in the Spring a group started scoping out a place for rails to trails.
- D. **Van Wrap:** Jamie showed the wrap mock-up for the Van and the ATV. She discussed the cost for the wraps, rules for the van, the ambassador program, and drivers for the van.
- E. **Candy Cane Trail with Bandwango:** There will be a QR code where folks can register, then beginning on November 24th they can check in at participating tourism partners businesses to earn points to be put into a drawing for prizes from the CVB.
- F. **Committees:** Jamie asked that the board members email her and let her know which committee they would like to serve on in 2023.
- G. **Office Updates:** The renovations are close to being done. Discussions for outside work are underway, reception counter should be delivered before the end of the year, still looking for a Princeton location, and Jamie and Karen brought home the Stars of the Industry Co-op Ad award from the Governor's Conference on Tourism.

Next meeting: December 7, 2022
December 12, 2022, with Berkley Young

Meeting adjourned: 3:57 pm

Karen Morris, Acting Secretary

Mercer County CVB Board

Approved: JN

