

**Mercer County Convention and Visitors Bureau
Board Meeting
June 12, 2023**

Members Present: Kitt McCarthy, Greg Puckett-Zoom, Nicole Thompson, Henry Jones, Sam Lusk, Patrice Belcher, Ansel Ponder, Kim Jones, Phil Lane, Jim Spencer

Members absent: John O'Neal, Mandy Fink, Carmen Hendrick, Jeff Disibbio, Marty Gearhart

Guests: Alexa Nagy, Pat Strader, Kaylie Trotman

Staff: Jamie Null, Karen Morris, Amy Williams

Call to Order:

Kitt McCarthy, President, called the meeting to order at 2:07 P.M. Guests were welcomed. The April minutes and financials were passed.

New Business

- A. **DR Update:** Alexa and Pat gave an update on the previous quarters numbers. They also updated the board on the Spring campaign that ran March 15-May 15. The WV Tourism Spring/Summer co-ops were discussed. The upcoming Fall/Winter and holiday campaigns were discussed as well as website updates, the Ambassador program, and the Fall and upcoming Summer photo shoots. Alexa gave the social media numbers, visitors guide request numbers and website numbers. Pat explained about Google analytics and how things are getting ready to change.
- B. **Pineapple PR:** Kaylie gave an update on the Tourism pitches to garner stories about the area. There have been 3 Spring media visits and some in the works for Summer. She told the board the earned media numbers so far. She also listed pending coverage and upcoming initiatives.
- C. **Marketing Committee Recommendation:** Ansel discussed the forms related to hotel taxes and stated that the committee recommends if a lodging property is not up to date on their hotel taxes that the CVB should cease promoting that property until they are current on their hotel taxes. A motion was made to give a 60 day grace to pay hotel taxes and if not paying other monies, will notify the proper government official. Vote was unanimously approved.
- D. **Staff Update:** Jamie informed the board that Amy would be leaving and that there will be an open position at the CVB. It will be a full time position requiring driving the van weekly and setting up appointments with tourism partners.
- E. **Sports Tourism Complex:** Jamie showed a slide show presentation to update the board on the progress of the complex. It will be off of Exit 9 and the name is The Ridges.
- F. **Reserves, Financial, Grants:** Kim recommended keeping 1 year of the budget amount in accessible reserves. A motion was made to establish 1 year of the budget to keep in reserves. It was unanimously approved.

Old Business

- A. Appalachian Ambassador program:** Jamie told the board that 18 people had applied but only 9 met the criteria. The program will start July 1st. The CVB needs user generated content. A box containing the ambassador “swag” including ballgame tickets, gift cards and a Summertime Bucket list will be mailed that last week of June.
- B. Van and ATV update:** Karen updated the board on the van and ATV. She will get a meeting scheduled with the van/atv committee sometime in July to discuss needs for both. The board discussed being able to use the atv to take folks out on the trail for marketing and content creation.

Next meeting: August 14th at Princeton City offices

Meeting adjourned: 3:21 pm

Ansel Ponder, Secretary

Mercer County CVB Board