

**Mercer County Convention and Visitors Bureau  
Board Meeting  
June 10, 2024**

**Members Present:** Henry Jones, Kim Jones, Jim Spencer, Phil Lane, Carmen Hendrick, Patrice Belcher, Todd Boggess, Ansel Ponder, Jeff Disibbio-Zoom, Greg Puckett-Zoom, Candace Wilson-Zoom

**Members absent:** Kitt McCarthy, Marty Gearhart, Sam Lusk, John O'Neal

**Guests:** Bill Johnson, Alexa Nagy, Lyndsay Fruchtl

**Staff:** Jamie Null, Karen Morris, Valerie Hendricks

**Call to Order:**

Henry Jones, Past President, called the meeting to order at 2:01 P.M. Guests were welcomed. The April minutes and financials were passed. Bill Johnson gave an Audit report to the board for the CVB's audit.

**New Business**

- A. **DR Update:** Alexa gave an update on the Spring, Festival, and Summer campaigns. Alexa gave the social media numbers; visitors guide request numbers, goal conversions, co-op data and website numbers. She also briefly talked about what was coming up with marketing for Fall and Winter.
- B. **Pineapple PR:** Lindsay Fruchtl gave an update on the stories that have been written about Mercer County as well as the monthly story pitches that her and her team send out. She went over the numbers and stats as well as sharing the earned media numbers. She also went over some of the recent stories that have been in publications and what is coming up with articles and travel writers.
- C. **Director's Report:** Jamie gave an update on working with Civil War Trails to include the history of Mercer County. She talked about the Leave no Trace program and that the folks who have completed the training will be working with the schools in the Fall to teach the students. She also talked about going ahead with merchandise that the CVB would be putting into a few local stores to sell. Money from sales will be used to help with projects in the county. She mentioned that the by-laws would be updated for Bramwell and that Carmen and Todd had been approved to continue serving on the board.
- D. **Governor's Conference:** Jamie stated that the pull-off on the side of the road at Lake Shawnee was vetoed because of dangers that it would present with folks stopping and getting out of their cars on the busy roadway.
- E. **Community Marketing Report:** Valerie said that she has met with over 26 tourism partners so far and went over with them what the CVB does and how they can work more with us. She has had 5 partner meetings and that over 5,000 guides have been delivered.

Next meeting: TBD

Meeting adjourned at 3:15

Ansel Ponder, Secretary

A handwritten signature in blue ink, appearing to read 'Ansel Ponder', with a long horizontal flourish extending to the right.

Mercer County CVB Board