

Wayne County Travel Council Board Meeting Minutes
Meeting held at Wayne County Community Center December 22, 2011
(After businesses meeting)

Present: Forrest Sims, Kelli Hansen, Mike Flanders, Troy Anderson, Patty Krause, RayLynne Cooper, Debbie Gates, Michelle Coleman, Nycole Durfey

Tourism Day on the Hill

- There was a question whether to purchase a booth for \$150 or just attend for \$30. Debbie made the motion to have a booth at Tourism Day on the Hill, 2nd – Mike, unanimous approval. Nycole will be attending. Would anyone else like to attend? When we purchase a booth space it pays for 2 lunches.

Long Beach Consumer Show

- Nycole needs help to man the booth at the LA Travel and Adventure show in Long Beach. Would it be alright to take an information center employee to help at the show? Lori would be the best choice so they could share a hotel room to help keep the cost down. Mike made the motion to send Lori to the consumer show, 2nd – Patty, unanimous approval.

Byway 12 letter of support and \$500 pledge

- We have been asked to write a letter of support with a pledge of \$500 to assess the economic impact of National Scenic Byway 12. The assessment will also be used in developing future byway strategies or sustainability and project planning. Mike made the motion to write a letter of financial support for \$500, 2nd – Debbie, unanimous approval.

RV Life Magazine Ad

- Do we want to advertise in RV Life Magazine? RV Life is a free magazine that has been read in 120 countries and the ad will be placed in their digital edition free every month. Cost for the ad for 1 year is \$1,428. Mike made the motion to buy an ad for 1 year, 2nd – Raylynne, unanimous approval.

Nycole asked if everyone was willing to serve another year on the board. Answer was yes by all who attended.

NOTES: Commissioner Williams met with us before the start of the board meeting. He stated that he would like the board to interview potential employees for the information center then give suggestions to the commissioners for final selection. Should incorporate this into the bylaws. Also, he suggested that the board make suggestions for a job description. There was some discussion on when the annual business meeting should be held. Could there possibly be a better turn out if it was held the last of October or first of November? Once again there was talk about are our meetings open to the public. Again...yes, the public can attend but they are there to observe not participate. If they want to participate they need to talk to their town representative and be placed on the agenda.