



CVB MEETING MINUTES

Thursday, March 18, 2021 - 9:15 am – 10:00 am
Fairfield Inn Conference Room, 1629 W Park Street & via Zoom

Roll Call: Kristen Galbraith, Dale Sexton, David DePuy, Kelly Baker, Brian Menges, via phone
Kathryn Bornemann

Absent: Tyler Erickson

Also in Attendance: Executive Director Kris King

Public Comment –N/A

Discussion/Action Items

- A. Review/Modify/Approve Past Meeting Minutes** - Motion to approve by David DePuy, second Brian Menges, Unanimous.
- B. CVB Check Register** – Telephone and Internet expense and 3rd Quarter deposit. Will review First Quarter expenses at next meeting.
- C. Budget Increase** – discussed increase in budget based of \$3,886.09 on bed tax assessment projections to a total of \$27,000 for fiscal year 20/21 ending June 2021. Will be allocated to print advertising and the allowed amount to administration.
- D. Signing of 3 mandatory documents for FY22 CVB Marketing Plan** – documents were signed as required.
- E. Discuss Secretary/Treasurer** - Motion to approve Kelly Baker as Secretary; Dale Sexton, second by Brian Menges, Unanimous.

9:40-9:55 Update on Business Items of Interest

- A. Executive Director Report** - Discussed marketing plan, partnership shared expense proportions, joint ventures, strategy and marketing outlets planned. Will focus on attracting visitors during the slower season November – February and warm weather marketing will focus on Travel Responsibly messaging. Reported on summer season tourism projections and legislative updates,

Public Comment on any Public Matter Not on the Agenda – N/A

Next Meeting Date and Agenda May 20, 2021, location TBD

10 am Adjourn 9:57 am.

Minutes respectfully submitted by Kris King

Board of Directors

Kristen Galbraith – Chair

Dale Sexton – Vice-Chair

Kelly Baker - Secretary

Kathryn Bornemann

David DePuy

Tyler Erickson

Brian Menges