**Holmes County Tourism Council Minutes**

**January 12, 2021 – Holmes County Chamber Offices**

**Present were :** Dave Miller, Tara Bright, Jason Nies, Kelsey Hochstetler, Mike Miller, Karen Troyer, Matt Keeler, Kent Miller, Jeff Conn, Lavern Hershberger, Missy Horsfall, David Mullet, Logan Black, Shannon Carter, and Tiffany Gerber.

**Meeting called to order** by President, Dave Miller at 9:44am.

**Minutes of October 21, 2019** meeting minutes were approved on a motion by Kent Miller, second by Matt Keeler. There was a typo in the minutes presented “$1,000- $17,000” should read “16,000-$17,000).

**Financials**: P&L and check register were submitted by Tiffany Gerber. The current balance of $285,883.73 included the commissioner grant balance of $161,500.

Financials were approved on a motion pending an updated version from Tiffany Gerber by Kent Miller, second by Tara Bright.

**Check register** was presented and approved on a motion by Missy Horsfall, second by Karen Troyer.

**Staff Report**: See attached reports.

Tiffany plans to still make the ask of the County Commissioners soon, meeting later this month and plans to discuss the ask of $10,000 for economic impact study, $20,000 to help pay for M&VG distribution costs, and a matching Co-Op program.

Map and Visitors Guide will be finishing up and headed to Plain Values for them to start laying out the magazine. Logan Black collected as of today, $128,550 and will be on track to hit $131,000 or above by the end date.

**Consumer Travel / Group Tour/Lodging Council:** Were not listed on the agenda this month due to the amount of time available to meet.

**Old Business:** Marketing Committee appointed: Shannon Carter, Kelsey Hochstetler, Missy Horsfall, Matt Keeler, Jason Nies, Tara Bright. Will be meeting in February to create a base line. Meet 1 hour every month to continue to grow, maintain, and oversee the marketing.

New Tourism Council members received an orientation and overview of what all takes place on the Holmes County Tourism side. New appointees, Jason Nies, Missy Horsfall, Lavern Hershberger, Kelsey Hochstetler, Mike Miller were motioned approval by Kent Miller, and second by Matt Keeler. David Mullet was still considering joining the council and was left off for that reason. Jen Halverson was also approved to stay on the Tourism Council with non-vote privileges to have a voice for the Nature Recreation side of tourism by Dave Miller, second by Kent Miller.

SEO development with Casselbear proposal was discussed. Karl Bear and Ryan Howell presented the material to the council at 10:13 am. The BEAR Program will allow Shannon Carter and Casselbear to work together to create content, email marketing, video creation, SEO and other analytics needed to keep website relevant and current. The BEAR Program was approved with a 12-month commitment, the need to bid it out in 2022 at the rate of $2,500 a month by Matt Keeler, second by Kent Miller.

**New Business:**

Walnut Creek Flea Market Booth rental was addressed for the 2021 season. The cost for the season is $5,754 for 42 weeks. There was a motion to approve for renting the space for the 2021 season by Matt Keeler, second by Missy Horsfall.

Niva Storage Facility was sold to a third party and our lease will end in June. The need to find a new storage facility by March to not move the 2021 M&VG guides was discussed.

**Meeting was adjourned** at 11:32am on a motion by Dave Miller, Second by Kent Miller.

Respectfully Submitted,

Shannon N. Carter