

**Junction Texas Tourism Board Meeting Minutes  
Regular Meeting - January 25, 2017**

The Junction Texas Tourism Board met in regular session on Wednesday, January 25, 2017 in the City Meeting Room at 12:00 p. m.

**Present:** John Kothmann, Paul Ramsdell, Polly Robinson, Ruthie Sepeda and Cheryl Herring, Administrator

**Absent:** Steve Brown

**Visitors:** James Murr

**Agenda Item #1** - Board President, Johnny Kothmann called the meeting to order at 12:10 P. M.

**Agenda Item #2** - Invocation

**Agenda Item #3** - Public Forum - none

**Agenda Item #4** - Discussion/possible action minutes of previous meeting:  
MOTION by Polly, seconded by Paul to approve the minutes of the previous meeting (October 26, 2016).  
MOTION CARRIED  
Unanimous

**Agenda Item #5** - Discussion/possible action on financial report:  
MOTION by Paul, seconded by Polly to table the financial reports until the City office has implemented the 2017 budget amounts.  
MOTION CARRIED  
Unanimous

**Agenda Item #6** - Discussion/possible action JTTB member appointment(s):  
MOTION by Paul, seconded by Polly to accept the letter of interest from Larry Maddux to serve on JTTB affective February 27, 2017. Cheryl will submit the recommendation to the City for Council consideration. There is still one position open at this time on JTTB.  
MOTION CARRIED  
Unanimous

**Agenda Item #7** - Discussion/possible action on web-site upgrade & mobile site:  
Cheryl discussed with the board the issues of the mobile site, which has been hosted by the San Antonio Express News. Oftentimes the site is not functional, which is unacceptable. The original JTTB web-site designer is Kelley Blumentritt. Kelley's upgrade proposal was reviewed by JTTB.  
MOTION by Ruthie, seconded by Polly to approve the agreement with Kelley to upgrade the current site.  
MOTION CARRIED  
Unanimous

**Agenda Item #8** - Discussion/possible of short & long term ideas:

Discussion was held regarding concerns as to what JTTB may need to look at and consider to help grow Junction and increase tourism, business, and awareness of our community. There were not any specific conclusions, but many thoughts and ideas were discussed.

**Agenda Item #9** - Discussion/possible action on Marketing Report:

Cheryl reviewed the information, which was included in the board packet. The Up & Back Boat Race has been confirmed for Labor Day weekend 2017. Cheryl mentioned the opening of an outdoor board, which is available for lease outside of Boerne on Interstate 10. JTTB had to cut this option out of the budget for 2017 and with low occupancy in the hotels and the extensive division of HOT funds that JTTB is strapped with, we were not able to consider leasing the I-10 Board. The approximate cost would have been \$12,000 for a year.

**Agenda Item #10** - Adjourn:

The meeting was adjourned at 2:00pm.

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JTTB Representative