

**Junction Texas Tourism Board Meeting Minutes
Regular Meeting - March 30, 2016**

The Junction Texas Tourism Board met in regular session on Wednesday, March 30, 2016 at 12:00 noon in the City Hall Meeting Room.

Present: John Kothmann, Paul Ramsdell, Polly Robinson, Donnie Coleman, Ellen Self, Cheryl Herring, Administrator

Visitors: James Murr

Absent: Steve Brown, Larry Maddux

Agenda Item #1 - Call to order

Board President, Johnny Kothmann called the meeting to order at noon and gave the invocation.

Agenda Item #2 - Invocation

Agenda Item #3- Discussion/possible action on approval of minutes of previous meeting(s).

MOTION by Donnie Coleman, seconded by Polly Robinson to approve the minutes of the February 24, 2016 meeting as presented.

Motion Carried

Unanimous

Agenda Item #4 - Discussion/possible action on financial report.

Polly commented about the amount of collections of HOT money and ask that we be aware that the amount is not adding up to projected collections for budget purposes. The board questioned why JTTB pays for an expense at the animal shelter, and that one entry in the general ledger detail shows an expense for TourTexas.com out of appropriations, which may need to be taken out of marketing instead. Cheryl will contact the city regarding these concerns.

MOTION by Polly Robinson, seconded by Ellen Self to approve the financial report as presented.

Motion Carried

Unanimous

Agenda Item #5 - Public Forum:

None

Agenda Item #6 - Discussion and possible action on amendment to the JTTB By-Laws:

The tourism board reviewed and revised the by-laws to reflect current practices. These proposed revisions will be submitted to the city council for review. (proposed revisions are attached and a part of these minutes.)

MOTION by Donnie Coleman, seconded by Paul Ramsdell to approve the JTTB By-Law changes as discussed.

Motion Carried

Unanimous

Agenda Item #7 - Discussion and possible action outdoor boards:

JTTB discussed the use, expense, and availability of outdoor boards. There was not any action taken.

Agenda Item #8 - Discussion/possible action on tourism/marketing report from Cheryl Herring.

Cheryl gave a brief overview of current marketing programs, which are in place, being paid for monthly and showing good results digitally. Cheryl discussed what outdoor boards have become available for leasing at Junction intersections, which would be an added monthly cost, Cheryl did not recommend that JTTB take on at this time. New vinyl wraps for the 3 outdoor boards that the City does have access to have been ordered, paid for, and should be delivered within few weeks. Cheryl mentioned that the May 7-8, 2016 golf tournament was getting some recognition on the web site. Rudy Supak came in at this time and informed the board that Crenwelge Motors had generously agreed to sponsor the giveaway of a 2016 Dodge Rebel for a hole-in-one made at the tournament. Rudy also commented that the Hill Country Fair Association had been in touch with him and he hopes to help them host a Bar-B-Q cook-off at the end of September or first of October in conjunction with the Lone Star BBQ Association, which Rudy is a member of. Cheryl briefed the board of the status of the way-finding signs, which JTTB began in 2014 and that has been held up by TXDOT. A final application for content and locations had been approved. The next step is to send it to the City for them to submit to TXDOT as a "request for approval".

The meeting was adjourned at 2:00pm.

JTTB Secretary