

Minutes of the September 10, 2020 meeting of the Liberty Tourism and Convention Commission (VIA Zoom)

Members Present: Sandy Wolford, Meagan Klee, John Rigney, Josh Switzer, Heather Cundiff (Director)

Guests: TJ Rayhill (Liberty Gifts and More) and Charlie VanLeuven (Casey County News)

John Rigney Called the meeting to order – 5:13 p.m.

- ⇒ Luke Johnson has been officially appointed to the board.
- ⇒ Reviewed minutes from May special called meeting – Motion to approve by Josh Switzer, seconded by Sandy Wolford. Motion Carried
- ⇒ Do not have August Minutes yet.
- ⇒ Reviewed Treasurer’s Report – Motion to approve by Josh Switzer, Seconded by Meagan Klee. Motion Carried
- ⇒ Heather presented the Director’s Report (attached). Motion to approve by Meagan Klee, Seconded by Sandy Wolford. Motion carried.

#### **OLD BUSINESS**

##### **⇒ New Signs**

- Had originally received quotes for simple signs. Heather secured quotes for better quality signs. The quote was significantly higher (See attached quote.)
- If we choose the higher quality signs, Mayor Brown has agreed to help with the masonry for the Liberty Sign at the intersection of U.S. 127 and KY 70.
- The area is already wired for electric.
- A motion was made by Josh Switzer, Seconded by Sandy Wolford to purchase the higher quality signs at the quoted price.

##### **⇒ Vinyl Lettering For Sign Backs at City Limits**

- Received two quotes for vinyl lettering. Ridgetop quoted \$204 and Liberty Gifts and More quoted \$240 + installation (\$20-\$30)
- Josh Switzer suggested checking on the quality of the vinyl.
- Discussion was held on sign verbiage. Heather was to check about a mockup to view.

#### **NEW BUSINESS**

- ⇒ TJ Rayhill has joined the Trail Town Taskforce.
- ⇒ AG Expo Center is instrumental to the success of Trail Town. Heather presented a proposal to take to the Fiscal Court (Attached). The board approved Heather approaching the court about the proposed upgrades.

- ⇒ Judge Dial would like cement pads for the benches purchased earlier this year to make them easier to maintain. The board noted that cement pads would help secure the benches but would make changes more difficult.
- ⇒ Judge Dial had other needs he had mentioned in a meeting with Heather (Attached). This included a gate. John Rigney explained there had been funding approved for a gate nearly 5 years ago, but no movement was ever made from the Judge's office.
- ⇒ A larger parking area was also on the list of wants. Delaying a kayak put in until a larger lot could be developed would have detrimental effects on the Trail Town efforts.
- ⇒ Sandy Wolford suggested that Heather's visit to the Fiscal Court should focus on those things that would move Trail Town forward. The board agreed.
- ⇒ The 20-21 payment to Fiscal Court was discussed.
  - John Rigney explained the original approval of \$10k per year for quality of life.
  - The board has spent an average of \$32,833/yr on Fiscal Court projects.
  - Discussion was had about eliminating the payment. Josh Switzer suggested that any changes to the pledged \$10k payments should be made during the Fiscal Court budget planning process, not after. John Rigney agreed on the basis that the \$10k has been approved and in the Fiscal Court budget.
  - Josh Switzer suggested having further discussion on how the money is utilized in the future.
  - The FY 2020 payment was not paid. The county was owed \$20k total. Sandy Wolford made a motion to pay the outstanding \$10k and the current \$10k for a total of \$20k, seconded by Meagan Klee. Motion carried.
- ⇒ Received a Quote for the Calendars with Casey County News (attached).
  - Sandy Wolford stated there had been much positive feedback from the calendars last year.
  - Charlie VanLeuven said the newspaper distributes around 2,750 copies. The remaining 750 copies would come back to the Tourism Commission to use as desired.
  - Josh Switzer made a motion to accept the bid for the 3,500 copies, seconded by Sandy Wolford. Motion Carried.
- ⇒ Heather presented an advertising opportunity with Southern Shores Regional Tourism.
  - The add would be part of a rack card promotion and would feature the Liberty Tourism and Convention Commission contact info.
  - The cost was \$818 to participate.
  - After discussion the board decided to decline the invitation to participate.
- ⇒ Heather asked for volunteers for the mural program. Sandy Wolford suggested Heather put together a subcommittee of community members.

**Motion to adjourn made by Josh Switzer, seconded by Sandy Wolford. Meeting Adjourned at 6:30 p.m.**