

March 3, 2022

Liberty Tourism and Convention Commission Minutes for February 10, 2022

- Board Present: Heather Cundiff, Laura Hebrock, Sandy Wolford, John Rigney, Greg Hopkins, Lori Carmichael
- Others Present: Charlie Vanleuven,
- Called to Order at 5:00 pm by John Rigney
- Treasurer's Report – January Receipts: \$21,180.72. Balance as of 3.3.22 is \$522,918.49. Reviewed and approved. Laura Hebrock made the motion and Greg Hopkins 2nd. Motion Carried
- Review February 2022 Minutes – Reviewed and Approved. Sandy Wolford made the motion and Greg Hopkins 2nd. Motion Carried.
- Reviewed Director's Report with Heather Cundiff. **Highlights:** Heather took off April 4th -8th/Vacation. **EDA Grant Update:** Applied for Live in Liberty Event Photography, 4th of July Photography, Lake and Trail Videography along with others. Tourism qualifies for \$2,841.46 of which funds can only be spent on marketing and advertising. **Trail Town Update:** Met with Linda Watts and worked with her for a full day on the certification paperwork. Trial Run is set for May 28th after which Linda will help to complete the remaining paperwork and certification. **Conferences Heather will be attending:** Mini Soar Summit (Mar 7-9) and Kentucky Association of Convention and Visitors Bureaus (Mar 9-11).

Old Business:

- 4th of July: Received an updated proposal for the fireworks from Casey Creek with a total of \$14,700.00 for package C. Reviewed and Approved new amount. Greg Hopkins made the motion and Laura Hebrock 2nd. Motion Carried.

New Business:

- STS Marketing College: Heather has requested funds to attend class June 5-10, 2022. This is a three (3) year curriculum and she would receive a Travel Marketing Professional certification. Tuition is \$1,525.00. Sandy Wolford made the motion and Greg Hopkins 2nd. Motion Carried.
- Veteran's Park Beautification: Mike Jones put together a proposal to make repairs to the park which includes replacing pumps, electrical, paint and misc. other repairs. Total \$8,261.00. Lori Carmichael made the motion and Sandy Wolford 2nd. Motion Carried.
- Live In Liberty T-shirts: It was suggested to increase the amount of t-shirts bought for this event to 500 bringing the total to \$5000.00 for the cost. Sandy Wolford made the motion and Greg Hopkins 2nd. Motion Carried.
- Surplus Investment: Heather is investigating where to invest the money in the Liberty Tourism account due to funds only being insured up to \$250,000.

Meeting Adjourned. Laura Hebrock made the motion and Sandy Wolford 2nd. Motion Carried
Next meeting to be held April 14, 2022