

**JCBT**  
**3.21.22 6:30 pm**  
**Jefferson Co. Courthouse, Commissioners Office**

Attendees: Dave Bramer, Curtis Chatham, Ron Bateman, Jim Bartlett, Wendy Lawson  
Absent: Victoria Perry, Trevor Crafton

Public: Lucy Dattilo, Sarah Prasil, Tiffani Poling, Gary Copeland, Nancy Crisp, Bob Demaree, JCCT,

Dave called meeting to order and opened with The Pledge of Allegiance.

VMI Contract Discussion: Dave opened discussion of the contract. Sarah noted the update on the marketing side of the proposal. Dave stated contract is the same besides the date and the increase for the operational side due to the adding of an Executive Director. Curtis noted the average income from innkeepers tax for last 5 years, excluding 2020, \$420,000. Dave stated the amount requested by VMI is the total budget of JCBT, Jim stated one of his concerns is that what we ask of VMI is not the same as 5 years ago, the expectation, reporting is more detailed, noting that VMI is at a handicap due to doing other jobs besides their own, & no one steering the ship, or serving as the rep. to the regional or the state. Jim stated that he feels that JCBT needs to find a way to get them an Executive Director, finding flexibility to extend the budget. Curtis asked what expectations has changed with KPI's? Sarah responded that with the new calculators & STR report have taken a lot of time to learn & she hoped that that was something an Executive Director could do. Lucy stated that this business requires a "365" approach, to get the tourists here more often, noting they don't know what the full capacity of VMI is due to not having a full ship. Dave asked if VMI pays for the Event Coordinators, \$47,000. Lucy stated that it pays for itself. Dave questioned the expense sheet, as the EC salaries are in the expense for JCBT, Dave asked for clarification of specifically what JCBT pays, the breakdown of each operational expense, including salaries. Tiffani explained that she put the \$ from JCBT into 5 buckets, JCBT does not pay for all buckets but a %. Lucy asked if this was the first time JCBT submitted a budget, Curtis responded that we came up with an average of 5 years, board approved budget and the submitted to the County Council. Lucy asked if that was fair to VMI due to Covid years, stating that she felt that this was a time to double down on tourism & felt that she should have been included in the budget. Curtis stated that the Covid years were not included. Dave again asked for a breakdown of specifically what JCBT is paying for in the budget. \$293,711 in operations. Sarah stated the salary part of operations is \$211,711, Dave asked how she came up with that, if it was a % or not, Dave asked if that can be done by next meeting. Lucy stated that they need a contract not an extension.

Dave asked for a starting point with the KPI's, more realistic indicators. Sarah noted that the contract with marketing is budgeted at \$110,000., which was the same as 5 years ago.

Ron expressed the need for an Executive Director, for leadership & to get VMI moving. Curtis stated that we added another marketing position, yet we arent spending anymore on marketing. Nancy asked what would be a better way to promote than VMI? Dave responded that he just wanted the breakdown of where the money is going to, the SBA is going to ask for that due to the budget needing to match what the contract says. Ron asked what we need to do to get rid of the disconnect between the groups. Jim asked for 2 columns, total budget & then what JCBT is funding.

Lucy asked for professional courtesy of having a contract before last years expire.

Ron asked how the trends are effecting the tourism, Sarah said she has some contacts with people on the state level that could get some info on this. Sarah also noted that twice a year she holds an innkeepers meeting, which has helped with reporting. Also mentioned that VMI won 2 awards & has been asked to speak about the Covid marketing.

Curtis motioned to adjourn, Jim 2nd the motion, all approved, motion passed.

Wendy Lawson, Secretary