

JCBT
6.6.2022 Jefferson County Courthouse
6:30 Commissioners Office

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

Public: Lucy Dattilo, Sarah Prasil, Jess Speiss, Nancy Crisp, Bob Demaree, TV 15, Rep. Randy Frye

Dave opened with the Pledge of Allegiance, asked if any discussion on Minutes from previous month, Jim motioned to accept minutes, Trevor 2nd, all approved, minutes passed.

Treasurers Report:

Curtis reported \$, closing both operations & money market account at German American Bank. All those funds have been transferred to the Auditors Office. Investment with Gateway of \$191,101.02 was cashed out and deposited, balance \$712,739.36 including the claims being presented. Innkeepers for April \$39,744.87 May \$56,760.36, 24.7% ahead of last year at this time. Ron motioned to approve Treasurers Report, Victoria 2nd the motion, all approved, Treasurers report passed. Curtis presented to approve 2 claims, invoice from consultants for Tourism Alliance, & claim for 2nd quarter for VMI & marketing through the end April for VMI, \$79,065.74. Curtis motioned to approve 2 claims as presented, Jim 2nd the motion, all approved, claims passed.

Directors Report:

Lucy reported that the search for a Director for VMI continues, stated that Hannah Schafer resigned as the asst. mktg. director to accept a teaching position, searching for a replacement for that position. Asked for a JCBT representative to serve on the board of VMI, in a non-voting role, Dave responded that board will designate someone. Lucy stated VMI is receiving copies of the minutes from JCBT and would like to receive copies of the Treasurers Report, Curtis acknowledged to do this. Lucy stated that Ribberfest 20 year festival is coming up, Chataqua's website current, stating that VMI is continuing to work through the relationship with them and its ongoing. Lucy stated Memorial weekend was good for businesses, lot of traffic downtown, Trolley Barn had a grand opening, with 3 stores opening in that location. Reported on the Car Show, 515 entries, which is the largest they have had. Lucy reported that she is going to check into town and country to research how small festivals can impact tourism, noting that she has been in contact with Kim Nyberg, who has experience with that in Tennessee.

Marketing Report:

Sarah reported that the event branding is out now, working on Ribberfest marketing and stated the American Queen Voyages have been docking in Madison. Sarah reported working with the Port Director, how we can improve the docking, we take care of the excursions and working with the City as well. Reported the Photo contest is

done, on a national level have had some interest in our area, continues to work on the Ohio River Way. Sarah stated the 250 mile challenge excursion is docking in Madison, special ribbon cutting will be held tomorrow 6/7, with that focusing on the River and what that means: ecologically, for tourism, biking, hiking, scenic byway. Working with Cincinnati Magazine for a getaway, working with City for new posters for the City, current ones have been there since 2017. Sarah stated that Covid and gas prices are still affecting people from traveling. Reported 79% occupancy rate on the Friday of Memorial Day & 90% on Saturday. Stated that she contacted Clifty Inn and for their fiscal year they were at 67%, which is down they felt due to Covid, not as many mid-week stays, reunions not happening. Madison in Bloom will be the next 2 weekends, and the Wine, Stein & Barrell in couple of weeks.

New Business:

Curtis reported Innkeepers tax has been at 5% since 1987. 62 counties that have that same rate, 4 counties that have not changed, more have changed in the last 20 years. Only revenue we have is Innkeepers tax, that does not affect residents, Introduced Representative Randy Frye to give the Board insight on how this works. Rep. Frye read the statute from the Ways & Means Committee that would have to go through legislation. Rep. Frye went through the process, first deciding by the Board, then contacting a legislator, putting it in a budget bill, or an amendment, then getting it filed & heard, continued to state the best thing to do is to have a couple of Board members go to State House and meet with the Chairman of Ways & Means, with a small presentation of what you would like to do. There will be a new Chairman of Ways & Means that will be after Nov. Trevor asked what the next step is, Jim stated that a plan needs to be made of what will be done with the increase, Rep. Frye stated that data is very important, Jess stated that having the right people in the room is beneficial. Dave stated that board needs to think of the things that board wants to invest in. Wendy asked Sarah about the Tourism Alliance, noting that they have some ideas in the works that need financed. Sarah stated that it has been a challenge to get everyone together, but continues to get a meeting date. Curtis asked if board needs to create a committee to represent this, Jim, Ron & Trevor volunteered to be on the committee. Curtis motioned to create a rate increase committee that would include Ron, Jim, & Trevor., Victoria 2nd the motion, all favored, motion passed.

By-Laws:

Dave asked for discussion on the By-Laws, no discussion, Dave motioned to accept the By-Laws, Ron 2nd the motion, all approved, By-Laws passed.

Tourism Alliance:

Ron asked specifics on who is the face of the Alliance, Lucy stated that their are equal seats, but JCBT started the Alliance, VMI offered to facilitate, which Sarah has reached out to set a meeting with the partners. Dave stated he recommends the board look over the report & discuss options for moving forward.

New Partners & Proposals:

None. Curtis asked if Ribberfest got any additional funds from the city, Jim answered that they are working on setting up that meeting.

Ron stated that he has been driving over 700 miles to help map out routes with Curt Jacobs, for bikes, car groups, has routes defined, Curtis asked if Jefferson County has any, Ron stated there are a couple, all starting and ending at the Courthouse. Sarah stated that this is a great product to add to the visitor experience. Jim added that this is a great way to bring the mid-week visitor.

Wendy motioned to adjourn, Trevor 2nd the motion, all approved, motion passed.

Wendy Lawson, Secretary