

## Union County Hotel Operator's Occupancy Tax Board

### Minutes for Jan 19, 2017 Anna Library 6:00pm

1. Meeting called to order by Pat Brumleve, 6:00pm
2. **Roll Call**
  - A. Present were Pat Brumleve, Cindy Cain, Tony Calabrese, Jeff Kelly, Max Miller, Ken Pinnon  
Guest present was Theresa Gilbert representing Bald Knob Grant proposal
3. **Minutes**
  - A. Minutes were read. Motion to approve by Ken, and 2<sup>nd</sup> by Cindy. Minutes were approved.
4. **Financial Report**
  - A. No financial report was given.
5. **Old Business**
  - A. **County website** was brought up, and Pat placed the item on next month's agenda.  
Pat asked the Board to send him, or Tony, suggestions about ideas. Ken ask if the website would include just Union County information or other surrounding areas? Pat stated that those issues would be discussed and formulated at the next meeting. Pat stated the Rollie needed to be involved with those decisions, and Cindy suggested that Carol from the Southernmost Tourism bureau should be involved
  - B. **Bald Knob Grant Proposal** was brought up and Theresa Gilbert represented the proposal. Pat reminded the Board that all monies for grants can only be defined for advertising and promotion of the events, and not used for the event itself. Theresa handed out various brochures and fliers to be used for several events at Bald Knob. The events included Eclipse, Sunrise Service, Blessing of Bikes, Christmas at the Cross, and other events. Tony stated to make sure that support and funding for producing the brochures and fliers should be placed somewhere on the brochures.  
Theresa mentioned that the Eclipse could bring in 1000 individuals, and each 10'x10' spot would be charged \$50.00. As the top fills up with vehicles, shuttles from Alto Pass would bring up individuals from Alto. Pat asked what would the grant money be used for? Theresa stated that the grant would be used for brochures, reprints, Scout and SITB magazines, social media, and promotions. She stated that last year Bald Knob used \$6000.00 for expenses. She also stated that the grant money will be used strictly for publicity of the Eclipse and other Bald Knob events. Pat asked Theresa how much was she asking for? Theresa stated that the proposed budget was \$10,000.00, and she was asking the Board for \$5,000.00. After a discussion, the Board informally agreed to support the Bald Knob Grant. Tony asked the Board if we had an up to date amount of the available funds in the account. Without a financial report at the meeting, the Board did not have an exact amount of money in the account. With that in mind, Pat asked the Board to suggest an amount to give to Bald Knob. Tony suggested a motion of \$4000 since we did not know how much money was in the account, and we have to dole out other funds throughout the year until December. The motion was 2<sup>nd</sup> by Ken, and after a discussion, the motion was passed unanimously, with Cindy abstaining. Theresa thanked the Board for the \$4000 Grant. Pat told Teresa that a final report on the grant money funds needed to be written up and turned in to the Board after the event.
6. **Other Business**

Pat noted that Angie Coke is the new liaison from the Commissioners, and will be coming to the next meeting.

The official 2017 meeting dates for the Board has been posted on the Commissioners website.
7. **Adjourn**

Motion to adjourn at 6:39pm by Ken, 2<sup>nd</sup> by Cindy

**Next Meeting Feb 16, 217, 6:00pm Anna Library**

**Respectfully Submitted, Tony Calabrese**

