

# Minutes: Union County Hotel Operator's Occupancy Tax Board

Anna Library, April 19, 2018 6:00pm

## 1. Call Meeting to Order

Meeting called to order by Pat at 6:04pm

## 2. Attendees

Carol Hoffman, Tony Calabrese, Jeff Kelley, Ken Pinnon, Pat Brumleve, Absent Max Miller

Guests: Brandy Nance, Malcolm and Lorraine Leigh, Rhea Calabrese, Kim Aldrich, Linda Hileman, Charles Pinnon

## 3. Approve Minutes

Motion by Ken, 2<sup>nd</sup> by Pat, Passed unam

## 4. Financial Report

Pat discussed talking with Angie and reported that there was \$45,000.00 in the account but \$4,000.00 was already given to Bald Knob Cross based on last year's application.

The report was passed around.

## 5. Old Business

A. Jonesboro Bi-Centennial Committee presented their application by Linda Hileman.

They were asking for \$3000.00 for advertising for their program on Oct 12-14, 2018. After discussion, Pat motioned that we give them \$1500.00, 2<sup>nd</sup> by Jeff, approved unam.

## 6. New Business

A. Brandy Nance presented the application for the Wine Trail Association. She stated that because the Summer is their slow season, they needed to increase their marketing targeting to increase the number of length of stays. She was asking for \$10,000.00. Pat suggested that we give them ½ of the grant, and in 6 months come back with some research. After a discussion, Ken motioned that we give them the full amount, 2<sup>nd</sup> by Pat, approved unam.

B. Shawnee Wine Trail Lodging Association grant was presented by Tony Calabrese. After discussing that their association always puts in over 50% of the grant, and that their projected costs for the year will be \$17,680.00, he asked the Committee for \$7,755.00. That is less than 50% of their budget which includes advertising, publications, brochures and electronic Technologies fees. Motion by Pat to approve, 2<sup>nd</sup> by Ken, approved unam.

C. Charles Pinnon presented a grant proposal from the Cabin Rentals of So. Ill. asking for \$8,450.00 for advertising and video productions. Pat brought up a concern that different lodging associations are coming before the committee for grant monies without conferring with each other about advertising or video presentations. He stated that we could give more money, and be more efficient, and effective, if the different associations would work together and come together as a joint effort for grant monies. A vibrant discussion that included Carol, Ken, and Tony ensued, and Pat summed up the discussion by stating that next year the groups should develop a common proposal before coming to the Grant Committee. Pat also stated that the grants are based on the premise that the group matches the amount of the grant. Since the total projected cost of the project was \$11,950.00, Pat suggested that we give them \$5,500.00 which would about 50% of total cost of the project. Motion by Pat, 2<sup>nd</sup> by Jeff, passed unam.

## 7. Other Business

Pat stated going before the Commissioners and asking for voting changes and adding 1 member.

8. **Adjournment** Motion by Ken, 2<sup>nd</sup> by Pat, 6:54.

**Next meeting June 21, 2018 Respectfully submitted Tony Calabrese**