

Union County Hotel Operator's Occupancy Tax Board
Thursday, Nov. 21, 2019, Anna Library, 6:00p.m.

Meeting called to order by Pat Brumleve at 6:01 p.m.

Members present:, Pat Brumleve, Ken Pinnon, Greg Aldridge, and Carol Hoffman

Members absent: David Gould and Jeff Kelley

Guest: Tony Calabrese, Shawnee Hills Lodging Association; Erin Downs, Alto Vineyards; and Brandy Nance on behalf of the Wine Trail and the Lodging Association

Motion by Pinnon, 2nd Brumleve to approve minutes of Oct. 17, 2019. Motion carried.

Financial update: Reviewed. Noted that new fiscal year begins on Dec. 1, 2019

New Business:

Brandy Nance reported on the success 2019 promotions and the growth of social and digital reach. She presented requests on behalf of the Wine Trail and the Lodging Association working together to continue to market the area for overnight stays. The committee reviewed and discussed all information presented.

Pinnon moved to send the Wine Trail request of \$6700 for continued marketing to people between a 3 and 6 hour drive from the area, to the county for approval, second by Aldridge. Motion passed.

Hoffman moved to send the Lodging request of \$2200 to expand the reach of the Wine Trail marketing, to the county for approval, second by Pinnon. Aldridge abstained. Motion passed

On motion by Pinnon, 2nd by Hoffman to adjourn. Motion carried. Time: 6:25p.m.

Next meeting: Thursday, Jan. 16, 2020. No meeting in December