

Howard County Tourism Council, Inc.
Board Meeting Minutes
January 24, 2017

Attendance

Term Ends EOFY		First	Last	Present
	ex-officio	Parker	Jean	
	ex-officio	Bates	Gail	
	ex-officio	Cochran	Mary Catherine	y
	ex-officio	Guzzone	Guy	
	ex-officio	Harden	Al	
	ex-officio	Hasseltine	Terry	y
	ex-officio	Wilson	Diane	
	ex-officio	Johnson	Kathy	
	ex-officio	Richardson	Donna	y
2017 2019	Executive	Libber	Mike	y
2017	Executive	Mangione	Pete	y
2017	Executive	Mangus	Becky	y
2017 2019	voting	Mattis	Julia	y
2018	voting	Barnard	Valerie	
2018 2017	voting	Kilby	Ellen	y
2018 2017	voting	Yetso	Brock	y
2018 2020	voting	Nicklas	Barbara	y
2018	voting	Karen	Besson	y
2018 2017	Executive	Balderson	David	y
2018 2017	voting	Baker	Matt	
2018 2020	Executive	Chandler	Chuck	y
2018 2017	Executive	Clark	Martha	y
2018 2017	voting	Kelehan	Kevin	y
2018 2021	voting	Buscher	Tori	y
2018 2017	voting	Winer	Jay	

~~8 of 16 voting/Executive needed for quorum.~~

~~7 of 15 voting/Executive needed for quorum.~~

*Corrections: Incorrect term end years corrected.

**Corrections: Karen Besson is not a voting member.

Minutes

- Quorum-achieved 8:40am
- Call to approve minutes from last 2 meetings
 - All approved
- Bylaws refresher
- Pete - financials update.
 - The increased spending this year was due to the EC flood
 - Cuts to the budget have been proposed, but those cuts may not make up the total difference
 - Becky M: Isn't this what the fund is for? Seems an appropriate time to spend this money
 - Motion to approve Executive Director use of up to \$25,000.00 in "rainy day" fund if necessary to balance budget in FY17.
 - All in favor - unanimously passed
- Approve YTD financials
 - Motion to approve
 - All in favor-unanimously passed
- Approve tax forms 990
 - Motion to approve
 - All in favor-unanimously passed
- Approve Strategic Plan
 - Presentation of strategic plan by Don
 - Q: In the partner promise, grammar questions.
 - Tony - present our Priority Initiatives
 - Kevin K - Brand Howard County: This idea is a good one, and we are the best organization to take on this project
 - David B - Brand Howard County: noticed that St. Louis has a similar project
 - We need to evaluate the impact of our organization
 - Q: when was the last time a statewide sports facility assessment was completed? 08-09--this current assessment will give us a good look at where spaces are needed
 - Q: What's up with the welcome center sign that is in downtown Columbia
 - Q: What are the couple of hardest elements to meet in accreditation? No strategic plan, no performance measures, branding
 - David B - what a wonderful change from what has been presented in the past
 - Motion to Approve 3-Year Strategic Plan
 - All in favor-unanimously approved
 - Kevin K-We all have to pick a part of the plan that we're passionate about and work with the staff to implement
 - Chuck - sees this as the starting point to have Tourism be a more invested partner in community development--we have great assets, but the communication of that needs more support from the County
 - Becky M - We have to make sure that the community knows what we have too
 - Q: What is the plan for creating the Marketing/Business plan
 - We will be coming up with action points and assigning them to departments
 - Budget then assigned to each project
 - Board will get to review and approve that piece
- Motion to adjourn
- All approved-9:33 am