

MONTGOMERY COUNTY CONVENTION & VISITORS COMMISSION
Minutes of
April 13, 2021 Commission Meeting

I. Call to Order: The Montgomery County Convention & Visitors Commission met in regular session on April 13, 2021 at 6 :00 p.m. by way of a Zoom remote meeting. Commission members present were John Frey, Paul Parry, Mike Reidy, and Jake Bohlander. Karen Patton and Isaac Hook were absent. Also present were Heather Shirk of the Visitors Bureau, Attorney Darren Chadd, and County Administrator Tom Klein.

II. Minutes: Minutes from the February 18, 2021 meeting were approved as presented (4-0).

III. Reports

A. Treasurer – John Frey reported that financial reports have now been distributed by email for review. The reports were not discussed.

B. Bureau.

1. Brian Matson of TwoSix Digital reported on its marketing efforts for the Bureau. Matson reported that his work on the Bureau’s website and other digital marketing efforts has greatly increased traffic to the site and the Bureau’s contacts with potential visitors. TwoSix Digital’s strategy specifically targets demographics likely to travel to Montgomery County, and the number of website visits, users, impressions, etc. are much higher than before, and over 3,400 people have “opted in” to receive direct email notices and updates from the Bureau. The cost-per-click for the service is much lower than the average cost.
2. Heather Shirk reported that she is optimistic that many events will return in 2021. The Strawberry Festival intends to move forward this year, and the Commission should expect to receive a grant request similar to previous years.

IV. Money Matters:

A. Claims: The Commission approved (4-0) a claim for the law firm Taylor, Chadd, Minnette, Schneider & Clutter in the amount of \$447.

V. Other Business:

- A.** Paul Parry reported that the hotel business is picking up.
- B.** Mike Reidy asked about the status of a potential new 4-H grounds and events facility, as discussed a few years ago. Frey and Shirk commented that they hope we have not missed out on that opportunity and are able to revisit it someday.

VI. Adjournment: With no other business the meeting was adjourned at 6:47 p.m.

These minutes of the April 13, 2021 meeting are approved this 11th day of May, 2021.

President

Attest: _____

Secretary