

A truncated meeting of the Winchester-Frederick County Tourism Board was held Thursday, December 17, 2015. The meeting began at 7:55 a.m. and was held at the Winchester-Frederick County Visitors Center.

**Board Members Present:** Rebecca Ebert, Karen Helm, Kristen Laise, Priya Patel, Sharon Farinholt

**Board Members Absent:** Dan Martin, Bill Hottel, Eric Campbell, Eddie Richard

**Staff:** Justin Kerns, Renee Bayliss

**Non-Voting Board Members, Guests & Media:** Jennifer Bell, Old Town Winchester

**Call To Order:** Ms. Rebecca Ebert, Chairman, called the meeting to order.

**Roll Call:** Mrs. Renee Bayliss

### **Approval of Minutes**

The November 2015 minutes were approved on a motion by Priya Patel, seconded by Karen Helm.

### **Executive Director's Report – Justin Kerns, Executive Director**

Mr. Kerns emailed the Executive Director's report to board members in advance of the meeting.

### **New Business:**

#### **2016 Visitors Guide Production Options**

Ms. Rebecca Ebert introduced Mr. Kern's suggestion that the 2016-2017 Visitors Guide be produced in-house. Mr. Kerns would be tasked with selling the advertising, and Mrs. Bayliss would design the brochure.

Mrs. Karen Helm asked about the ad rates, and Mr. Kerns replied that they would stay the same, or even be less expensive. Mr. Kerns noted that he will be removing any businesses that are not tourism-related.

Ms. Rebecca Ebert asked for a motion to approve production of the Visitors Guide in-house.

Priya Patel made a motion to approve, seconded by Karen Helm. All board members responded in favor.

The meeting was adjourned at 8:00 am.

Respectfully Submitted by Renee Bayliss, Visitor & Community Relations Specialist, City of Winchester