

Jackson County Tourism Development Authority

Board of Directors Meeting – special presentation

January 24th, 2013

Jackson County Parks & Recreation Department

Present: Jim Hartbarger, Clifford Meads, Alex Bell, Mary Lanning, Cherie Bowers, Julie Stockton, Russ Seagle, Mickey Luker, Alex Bell, Vicky Greene, Julie Spiro.

Absent: Bob Dews, John Woods, Vick Patel, Debby Hattler, Brien Peterkin, Ken Fernandez, Darlene Fox, Merrily Teasley, Stephanie Edwards.

Guests: BCF Staff and team, George Ware, Mary Anne Baker, Mark Jones, Bonnie Bruce.

The meeting was called to order by Chairman Meads. BCF, branding specialists, presented a very informative video and answered numerous questions after the presentation.

After BCF exited, Mickey made the motion we asked BCF for a specific detailed price breakdown on the two of the four components presented in the video (Discovery, Brand Definition, Market Planning, and Productivity Management). A discussion ensued. It was the consensus of the group present that we move forward with working in phases, exploring first the branding and research concept, and possibly pursuing other local avenues for various other phases. Russ seconded Mickey's motion, and the motion passed unanimously. Mr. Meads will ask BCF to prepare a financial proposal for the branding and research component that he can share with the board at the next meeting on January 30th.

With no additional business, the Chairman adjourned the meeting.