

Susquehanna County Promotion and Tourism Agency
Agenda – April 24th, 2023
6:30 PM

I. Call to Order: 6:37 by Rebekah Hubbard

1. Attendees: Rebekah Hubbard, Kayla Record, Mary Beth Zincone, Barry Searle, Jason Miller, Cory Sprout, Bill Burke, Jim Barbour, Angie Hall, Lisa Devaney, Tara Kelly, and Executive Director Duane Naugle.

Also in attendance was Tom Follert, United Way, and Maria Traino the owner of Inspired Studio

2. Absent: Nancy Fowler

II. Pledge of Allegiance

III. Public Comment – Welcome public, John Freitag

IV. Minutes - 4/5/23

1. Corrected Section III. Spelling of Kayla
2. Corrected VIII. c. Add treasurer to account signatures required on bank account.
3. **Motion to accept April 5th minutes was made by Board Member, Jim Barbour and second was given by Board Member, Barry Searle. The motion carried.**

V. Communications

1. **National Travel and Tourism Week May 7th-13th. We have been invited to participate at the Keystone Welcome Center on I-81S**
 1. Discussion regarding participation, and it was agreed that due to having little materials at this time to present, we would pass.

VI. Old Business

1. **501C Status**
 1. **Articles of Incorporation have been accepted by State and 501 status has been granted**
2. **Bank Account Status Bank account will be set up now that we have the entity number from the Department of State.**
 1. Copy of current expenses provided to the board
 2. Reimbursable and Non-reimbursable expenses were identified as the county is extending a line of credit to the agency until the litigation has wrapped.

VII. New Business

1. Website Update

1. The board was presented with a rough draft of the website and landing pages. Some additions were made to the directory categories. Barry also commented that a rating system may be necessary for businesses listed in the directory. It will be important for businesses to provide accurate information for the directory.
2. There was further discussion regarding the studio doing some additional work and providing photos and content for the website.
 1. Some places to feature included: IRA Reynolds Park, the Starrucca House, the Starrucca Viaduct, D&H Rail Trail, Fern Hall, Arlos, Marchos, Cables, Speak-Easy, Salt Springs, The Mormon Monument, Milk Can Corners, State Game Lands, Farms, the Susquehanna River
 - a. Landmarks should be the first priority, and the events feature can follow.

3.

2. Marketing Tent In order to be prepared for the outdoor season, I would like to order a 10 x 10 tent with our logo on it. Total cost would be 1395.00 That includes the printed Tent, Back Wall, carry bag, table covering, tent stakes and sandbags.

1. **Board member Kayla Record made the motion to purchase and Board member Lisa Devoney seconded. The vote did carry.**

2.

3. Branding Update Logo Presentation

1. Maria with Inspired Studio presented logo options to the board and there was discussion about the likes/dislikes of each logo as well as the importance of the visibility of the hashtag in the logo.
2. Jim Barbour motioned to proceed with the concepts of Option #2, with some additional changes presented to the board by the end of the week via email. Second by Mary Beth Zincone. All in favor.

VIII. Other items of discussion

1. Promotion Possibilities

1. Maria offered the possibility of a brochure for the visitor center that would direct people to our website. This could be a postcard type or similar.
2. Other ideas were magnets, QR codes, and vinyl applications to hand out to businesses. Kayla also mentioned USB silicone bracelets that could be preloaded with our info. She will bring a sample to the next meeting.

2. Current number of Business owners registered with us as of 4/20 is 71, as per Duane, the updated number was 87.

3. **Current number of Events registered with us – currently 60. Pulling from different resources and looking at Facebook shares.**
4. **Communication Specialist position**
5. **Executive Director Update – Duane provided current Facebook data.**
We have 385 followers, 2000 + page visits, 72% of which are women. We are on Instagram, Facebook, and Twitter.
 1. Duane will be meeting with the Forest City Business Alliance on Wednesday, May 17th. Kayla questioned the grant application process. And Rebekah felt Qualtix might be the easiest way to collect info. We are able to see last year's applications & pull that info to create new forms moving forward. There will also be a paper version of this form and a number to call with questions.
 2. Duane is planning to attend the wine walk, blueberry fest, NM fair, and VFW mixer on 5/4. Tara mentioned Susquehanna's Hometown days.
 3. Looking ahead, maybe offer a podcast, visit a Susquehanna County business, or luncheon, or offer a 5-minute video of what they do (Kayla)
 4. The "Business of the Day" on Facebook was well received and will continue.
6. Rebekah was looking to start a list of video options for Rooster Creative to start with and noted some ideas that would include nightlife, events, breweries, parks, mom & pop stores, etc.

IX. Adjournment Board Member Mary Beth Zincone made the motion to adjourn at 8:04 PM seconded by Barry. The vote carried and the meeting was adjourned.

Minutes Prepared by:
Tara Kelly, Secretary

Certified to be a true and correct copy of the minutes of the regular meeting of the Susquehanna County Promotion and Tourism Agency April 24th, 2023.

Respectfully Submitted



Tara Kelly, Secretary
Susquehanna County Promotion and Tourism Agency