

Minutes Decatur County Visitors Commission

June 19, 2025

Staff Present: Erica Gunn, Kate Acra, Emma Schoettmer

Commissioners Present: Joann Burkhart, Darren Covington, Ryan Maddux, Daniel Fayette*, Dominique Bancroft, Eric Rowles*, Zane Paulson (* Attended via Zoom)

Call to Order

President Ryan Maddux called the meeting to order at 12:00 p.m. at the Visitor Center. A quorum was declared with 7 commissioners present in-person or online.

Consent Agenda

A motion was made by Dominique Bancroft and seconded by Darren Covington to approve the Consent Agenda which included the minutes of the May 2025 meeting and financial statements. Motion carried 7-0.

Old Business

Strategic Plan

The Board received a presentation from Brenda Myers, consultant, regarding the draft Strategic Plan. After discussion, a motion was made by Darren Covington and seconded by Daniel Fayette to approve the following strategic priorities; motion carried 7-0.

- Create a full-time marketing position.
- Position Decatur County as an easy and affordable overnight option for group travel.
- Position Decatur County as a preferred place for unique and affordable destination weddings.
- Grow Decatur County as an option for smaller youth competitive sports events, including how a proposed fairgrounds expansion can best serve both the community and tourism/sports tourism.
- Develop a web accuracy and transparency program to communicate the work of the destination.
- Explore ways to inspire and support local businesses in growing day and overnight visits to the county.

Summer Concert Series

Erica Gunn gave an update on the summer concert series. No further action taken.

Director Report

The Commissioner's reviewed and discussed the Director's Report. No further action was taken.

New Business

A motion was made by Zane Paulson and seconded by Dominique Bancroft to approve the proposed budget. Motion carried 7-0.

A motion was made by Darren Covington and seconded by Zane Paulson to approve granting \$2000 for the DecCo Photography Trail, part of Stellar Placemaking IDDC Grant. Motion carried 7-0.

Marketing Director Report

The Board reviewed and received Kate Acra's marketing director report. No further action taken.

There being no further business, the meeting adjourned at 12:51 p.m.