

Johnson County Tourism Association
Board Meeting Minutes
January 8, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Cathy Bradley, Harold Anton, Jake Kennedy, Tom Knapp, Sylvia Bruner, Susan Moyes, mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:03 pm.

Approve:

- December Meeting Minutes –Bradley motions the minutes be accepted. Knapp seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report.
- Knapp motions to accept the treasurer’s report, as presented, Bruner seconds the motion. Motion carries.
- January Bills -Bradley reviews bills with the board. Kennedy motioned to approve the January bills, Knapp seconds. Motion carries.

Old Business:

- Blocked Billboard – Smith informed the board that the hay in front of the billboard is being cleared. Board thought the hay would slowly clear as winter progressed, and the hay was used to feed cattle. Anton will check the billboard when he drives through on 1/9/19.
- Lodging Tax – Anton feels there are enough taxes going before the legislature that a lodging tax may not pass as people may be ‘taxed out’. M. Smith will be following the lodging tax bill and supporting while he is in Cheyenne for the Governor’s Conference. M. Smith will be sending information to the board regarding the Lodging Tax Webinar.
- Grant Applications – McCormick explained the ad for grant submissions had been placed in the Buffalo Bulletin, and grant applications are ready to be picked up at the chamber office or can be emailed to applicants.

New Business:

- Multiview Online Marketing – Board discussed the effectiveness of Multiview online marketing. Smith presented number to the board regarding Multiview marketing. Board would like to investigate other forms of online marketing that may be less expensive and more effective. This matter will be revisited at the next meeting.

Business Meeting Adjourned: Adjourned at 3:37 pm

Next meeting will be: February 12, 2019 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick