

Johnson County Tourism Association
Board Meeting Minutes
March 12, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Clay Miller, Jim Henry, Harold Anton, Sylvia Bruner, Jill Smith, Tom Knapp, Susan Moyes, Jake Kennedy, Lori Clark, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 2:03 pm.

Approve:

- February Meeting Minutes –Kennedy motions the minutes be accepted. Miller seconds. Motion carries.
- Treasurer’s Report – Henry presents the treasurer’s report.
- Kennedy motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- March Bills -Henry reviews bills with the board. Moyes motioned to approve the March bills, Knapp seconds. Motion carries. Miller asked that the chamber bill the JCTA quarterly for expenses or payments to the BCC.

Old Business:

- Multiview Contract: McCormick verified for the board that the Multiview contract has been cancelled. McCormick let the board know that Jessica with Multiview had expressed interest in presenting a proposal to the board at the April JCTA meeting. Henry felt the board made the best decision by cancelling the contract.

New Business:

- Cindy Kremers, Buffalo Chamber Board President: Kremers introduced Mike Knebel to the JCTA board and spoke with the board about the possibility of sending Knebel to the RMI and IPW trade shows on behalf of the board. Board agreed that Knebel would attend both conferences on behalf of the JCTA, and in the place of a regular chamber employee. Miller asked Kremers about the JCTA board having a voice on the hiring committee when the time comes to hire a CEO for the Buffalo Chamber of Commerce. Kremers agreed with Miller that the JCTA should, and will, have a spot on the hiring committee.
- Hashtag: McCormick informed the board that she had come up with one hashtag (#BuffaloIsWy). She feels the hashtag ties Buffalo in with the WOT hashtag (#ThatsWY). Bruner went over several hashtags she thought about. Hashtags will be revisited at a later time.
- Grant recipients from 2018 who did not claim their funding: McCormick went over the grant recipients from 2018 cycle that did not claim the funds allocated. The two grantees were the Buffalo Downtown Association and Hoofprints of the Past Museum. Board discussed whether reminder letters need to be sent before the 2020 final deadline. It was decided that reminder letters did not need to be sent.
- County/City portion of 2% funds: Board expressed interest in what the funds held back by the city and county are being used for. Funds from 2% are supposed to be used for marketing. Are the city and the county using the funds for marketing purposes?
- Educating the public about how the 2% funds are used: The board would like to start education the public about how 2% funds are used on behalf of the community (community grants, marketing, etc.). Ideas discussed were letters to the editor, columnist at large in the Buffalo Bulletin, Community Speaks program on BHMRN, etc.

Business Meeting Adjourned: Adjourned at 3:01 pm
Community Grant Presentations: Begin Immediately After.
Next meeting will be: April 9, 2019 at 2:00 pm.
Respectfully Submitted: Jennifer McCormick