

**Johnson County Tourism Association**  
Board Meeting Minutes  
May 14, 2019  
Buffalo Chamber - Downstairs Conference Room

**Attending Board Members:** Jim Henry, Harold Anton, Sylvia Bruner, Jill Smith, Cathy Bradley, Susan Moyes, Jennifer McCormick, and Mike Knebel.

**Call to Order:** Anton called the meeting to order at 2:02 pm.

**Approve:**

- April Meeting Minutes –Bruner motions the minutes be accepted. Bradley seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report. Anton moves to accept the treasurer’s report, Bruner seconds, motion carries. Henry stated that he had checked on a sweep account at ANB Bank. He feels there are too many fees associated with a nonprofit having a sweep account. Board agreed.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- March Bills -Bradley reviews bills with the board. Anton motioned to approve the March bills, Kennedy seconds. Motion carries.

**Old Business:**

- Banner Billboard/Fort Phil Kearny – Dave Stallwood has submitted a \$2300 quote to repair the billboard. Chamber staff will contact Misty Stoll at the fort and see if she feels the billboard is important to the museum, and if she has any ideas about getting it done at a cheaper price.

**New Business:**

- Billboard wraps: McCormick checked with YESCO regarding prices of billboard wraps. The largest billboard would cost \$1300 for a wrap. Knebel mentioned the signs on the front and side of the chamber building have begun to fade. Board feels that is something that should be handled by the chamber board as it does not relate to tourism.
- Jim Gatchell Museum funding: Henry feels there is an extra \$1000 in the budget that might benefit the museum if they are still having funding issues. Bruner stated the Gatchell Museum Association (GMA) has increased funding to the museum in the form of a loan from the GMA endowment for operation expenses and stock for the gift store. The funds will have to be paid back to the GMA at a later date. The board decided that if the museum needs funding for advertising they can come to the board and request help with advertising funding.
- YESCO Contract: Bruner moved to approve the contract from YESCO for the billboard at Douglas, WY, Smith seconds, motion carried.
- Marketing line item in budget: Smith would like to see advertising results on behalf of the JCTA by the BCC be more trackable, and a clear plan with goals for any marketing requests submitted to the JCTA board by the BCC staff with awareness that the JCTA will be checking the progress of the advertising campaigns and proposals. The amount for the marketing line item in the JCTA budget is \$19,500.00.
- AAA Advertising in 2018: The ad that was approved by the board for 2018 was never placed on their behalf. The board doesn’t feel that not placing the ad had a significant impact on tourism to the area. Moyes moved not to place an ad with AAA for the 2019/2020 fiscal year, Smith seconds, motion carries.
- Budget 2019/2020: Board went into budget session. Bradley moved to approve the final budget for 2019/2020 fiscal year, Anton seconds, motion carries. McCormick will submit the final budget to the Wyoming Secretary of State, the JC Commissioners Office, and the Buffalo Bulletin for publication.

**Business Meeting Adjourned:** Adjourned at 3:52 pm  
**Next meeting will be: September 10, 2019 at 3:00 pm.**  
**Respectfully Submitted:** Jennifer McCormick