

Johnson County Tourism Association
Board Meeting Minutes
September 10, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Cathy Bradley, Jake Kennedy, Jill Smith, Sylvia Bruner, Susan Moyes, Mike Madden, Claudia Todd, Mike Knebel, Shaynie McRae, Jennifer McCormick.

Call to Order: Henry called the meeting to order at 3:00 pm.

Approve:

- May Meeting Minutes – Bradley motions to accept the May meeting minutes. Anton seconds the motion. Motion carries.
- Treasurer’s Report – Bradley presents the August Treasurer’s report.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- August Bills – Bradley reviewed the bills for the board. Smith motions to approve the bills for August, Kennedy seconds the motion. Motion carries.

New Business:

- Billboard I-90 West: McCormick stated to the board that she is working on getting estimates on replacing the vinyl wrap on the billboard. The current wrap is sagging and falling off the board. Estimates to be presented at the next meeting. The board was presented with the design that will be placed on the billboard.
- Budget Submission to the State of Wyoming: McCormick stated that the JCTA FY 2019/2020 budget has been submitted to the State of Wyoming and approved by their office.
- Banner Billboard/Fort Phil Kearny: Marchel Kelley has been working with Misty Stoll of Fort Phil Kearny and Michael Knebel on the repairs for the Fort Phil Kearney billboard. Kelley will be paid half of the proposed amount for repairs up front. The balance of the invoice/proposal will be paid when the billboard is finished.
- Mike Madden – 2% Lodging Tax Increase: Madden came in to discuss the proposed lodging tax increase with the JCTA board. Madden presented reasons why the lodging tax increase from 2% to 4% could succeed on the ballot, and lodging tax percentages from other counties around the state. The board decided to have Madden head up the PAC Committee to educate the community on why the lodging tax increase would benefit Johnson County. Board will bring in their ‘wish lists’ regarding what could be done with the extra funds for the October board meeting. Board is in favor of attempting to get the lodging tax for Johnson County raised from 2% to 4%, except for Moyes who is in favor of a 3% total lodging tax.
- Good Sam: Anton spoke with the board about a proposal he received for online marketing for the JCTA. McCormick will speak with Good Sam about more details regarding the proposed programs.
- Marketing Update: The board had asked Knebel for details regarding marketing done over the summer on behalf of the JCTA. Knebel went over some items with the board. Smith interrupted and said the items being presented were not what the board had asked for. Knebel was asked by the board to have numbers from the website available for the board at the October meeting to include, website analytics. Knebel said he would have those numbers ready to present at the October JCTA board meeting.

Business Meeting Adjourned: Adjourned at 4:50 pm
Next meeting will be: October 8, 2019 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick