

# **Johnson County Tourism Association**

## **Board Meeting Minutes**

**January 14, 2020**

**Bomber Mountain Civic Center**

**Attending Board Members:** Cathy Bradley, Harold Anton, Jake Kennedy, Sylvia Bruner, Jill Smith, Susan Moyes, Jennifer McCormick, Claudia Todd (guest), and Rick Meyer (guest).

**Call to Order:** Anton called the meeting to order at 3:07 pm.

### **Approve:**

- December Meeting Minutes – Kennedy made motion to approve minutes, Kennedy seconds. Motion carries.
- Treasurer’s Report – Bradley presented the Treasurer’s report. Smith made motion to approve the treasurer’s report, Moyes seconds. Motion carries.
- September Bills – Bruner made motion to approve the January bills, Moyes seconds. Motion carries.

### **Old Business:**

- Lodging Tax Promotion: Smith has spoken with Robb Hicks and will be communicating with the newspaper about a story relating to the public the benefits locally of the lodging tax.
- Kaycee Board Member: Moyes stated she is working on getting a Kaycee board member for the JCTA board and will report back at the next meeting.

### **New Business:**

- Hoofprints of the Past Community Grant: Laurel at HofP Museum in Kaycee had been awarded a community grant in 2019. This grant was for the tours of the Kaycee area offered by the museum. The museum did not have to use the funds for advertising, but did purchase new signs advertising the museum. They are requesting that the allotted grant funding be applied to the signs instead of the marketing for the tour. Board discussed and decided the signs fit the parameters of the JCTA community grant program. Bradley motioned to approve payment of the grant for the signs, Kennedy seconds. Motion carries. There were 2 nay votes to this action: Moyes and Anton.
- Governor’s conference on Travel and Tourism: Todd volunteered to attend the conference on behalf of JCTA and report back the results.
- 1% Grant and Visitor Center: Board discussed. It was decided to leave up to the chamber to secure funding for the visitor center as they are the owners of the facility.
- Claudia Todd: Todd presented marketing ideas to the board for the Real America Guide and the Real America map. Smith would like for Todd to see if there is an online component that bundles with the guide and the map.
- Visit Cheyenne Annual Report: Bruner presented the board with the annual report for Visit Cheyenne for the board to review.

**Business Meeting Adjourned:** Adjourned at 3:53 pm

**Next meeting will be: February 11, 2020 at 3:00 pm.**