

Johnson County Tourism Association

Board Meeting Minutes

May 12, 2020

Bomber Mountain Civic Center

Attending Board Members: Harold Anton, Jill Smith, Sylvia Bruner, Cathy Bradley, Cole Burnham, and Jennifer McCormick (admin).

Call to Order: 2:08 PM

Approve:

- Meeting Minutes for April – Anton made a motion to approve the meeting minutes for April, Burnham seconds. Motion carries.
- April Treasurer’s Report – Bradley presented the Treasurer’s Reports. Bruner motioned to approve the treasurer’s reports for March. Burnham seconds. Motion carries.
- May Bills – Bradley reviewed May bills for the board. Bruner motioned to approve payment for the March bills. Anton seconds. Motion carries.

New Business:

- I-90 Billboard Wrap: Bruner will contact Rocky Mountain Sign, Design, and Print regarding the way the wrap was installed on the billboard. Anton will go out and take photos of the billboard as it currently looks. McCormick will ask Dave Stallwood to go out and measure the billboard.
- Fort Phil Kearney Billboard: The estimate for Honey Do’s Handyman Service to rebuild the FPK billboard is \$2600.00. Bradley motioned to accept the estimate and contract with Honey Do’s for the billboard construction. Anton seconds. Motion carries. Anton will contact Dave Stallwood and get the project moving forward.
- YESCO Contract: Contract for renewal is the billboard on I-25 at Douglas, Wyoming. The monthly cost of the billboard will go from \$292.30 to \$300.00. Bradley moved to renew the contract with YESCO. Bruner seconds. Motion carries.
- Kaycee Billboard: One of the billboards near Kaycee is peeling on a top corner of the wrap. Board discussed that the billboards for Kaycee had, in the past, been handled by the Kaycee Chamber of Commerce with JCTA funding the upkeep and necessary repairs. Smith will reach out to the Kaycee Chamber about the billboard, get an estimate, and report back to the JCTA board.
- Lodging Tax: Board decided to set up a meeting with Mike Madden to have him explain how the recent passing of a state lodging tax bill will affect Johnson County. McCormick will contact Madden and Mayor Schrader about the meeting. Smith will coordinate with Commissioner Novotny.
- Marketing Proposals: Board went over proposals from Sheridan Media and Madden Media. The board decided not to go with either proposal for the time being, due to uncertain funding. Anton suggested an ‘Explore Your Back Yard’ campaign on the JCTA Facebook page. Smith will contact Jeanie Briscoe with JHL Creative about coming up with some Facebook ads.
- Budget Discussion: Board discussed and set their budget for the 2020/2021 fiscal year.

Meeting Adjourned: 4:15 PM

Next Board Meeting: September 8, 2020 at 3:00 PM.

