

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Tuesday, June 2, 2020 at 2:00 p.m. at the Bomber Mountain Civic Center

Present: Jill Smith, Harold Anton, Cathy Bradley, Clay Miller, and Sylvia Bruner

Meeting was called to order at 2:00 p.m.

We voted on the following:

The board has decided to move forward with a 2% tax on the Nov 2020 ballot. I will coordinate with Julie, Bill and the city/county to be sure all our ducks are in a row with submitting that request.

The board voted to designate \$2500 to three advertising programs:

1. \$1000 to the Casper Star Tribune drive market staycation guide. Harold is leading this effort
2. \$1000 to a co-op advertising program with the Wyoming Office of Tourism. The WOT provides a matching \$1000 to execute the program. This is also focused on drive market travel.
3. \$500 to JHL Creative (Jeanie Briscoe) to run a test set of Facebook advertisements with additional focus on local and drive market travel. We will assess success and determine if we will allocate additional funds for her to manage this program.

The board also voted to elect Sylvia as secretary. This will allow Claudia to take on marketing activities at \$300/mo. Sylvia noted the bylaws state we need a Secretary and nominated herself to take the position. She will oversee minutes and agendas and small admin tasks as needed. THANK YOU!

We also spoke about continuing to have workshops in July and August. These are not formal meetings, but rather an opportunity for available board members to meet and keep balls in motion with so much activity around COVID related advertising and our upcoming 2% election. I will coordinate those workshops and anyone who can make it, your attendance is much appreciated, but hopefully you are busy with overnight guests!

Claudia and Jen are coordinating on trainings. I had a meeting yesterday and confirmed with Rick Myers, president of JOCO, that the \$300/mo works for all parties and that we'll revisit when the BEST plan is delivered to see if we need to amend scope of work and monthly payment.

I am reaching out to the county about having them manage our QuickBooks/bill pay. Cathy does not currently have access. I will also ask the county about utilizing their offices in the courthouse for JCTA storage needs. This keeps our materials in a neutral location and not affiliated with another board.

I will also have Jen connect me with Mike Madden to coordinate PAC next steps.

Minutes submitted by Jill Smith

The meeting was adjourned at 3:00