

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

Meeting Minutes Tuesday, June 8, 2021

Attendance: Chairperson Jill Smith, Treasurer Cathy Bradley, Secretary Jennifer McCormick, Harold Anton, Laurel Foster, JCTA bookkeeper Chanda Rule, JCTA administrator Claudia Todd.  
Guests: Buffalo Chamber of Commerce Meseret Tegnu, Chris Harmon, and Jeremy Martin.

Meeting was called to order by Chairperson Smith at 2:01pm.

Bradley motions to accept the March meeting minutes as presented. Foster seconds the motion. Motion carries.

Treasurer's Report: Bradley went through the financial report and listed the monthly bills for the board. Foster moves to accept the financial report and the bills as presented. Anton seconds. Motion carries.

Chamber Billing: Smith stated she was approached by the chamber regarding proposed funding for the visitor center for the visitor center for summer of 2021. The chamber will be presenting their proposal for funding. Smith said she once again reminded the chamber that JCTA has a check waiting to be picked up by the chamber. Smith reminded the chamber that all tourism requests (leads) should be forwarded to Claudia Todd for digital information to be sent to the prospective visitors.

Chamber Billboard Permits: Anton attended a chamber of commerce board meeting. He informed the chamber board members know that work has begun on their permitted billboards and that the money has been spent, before JCTA was contacted by the chamber, and work will continue. Anton stated to the chamber board that they are asking for funding the JCTA board cannot legally give them, and not accepting the funding that JCTA can provide. The JCTA board discussed the billboards. The main concern among the JCTA board members is that if the Chamber of Commerce is not viable the billboard permits held by the chamber will be lost. Anton and Todd will continue to work with the chamber of the billboards. Anton said there would be a bit of a delay as he is relocating in town and needs time to move.

Wyoming BEST Program: Smith went over the findings of the tourism study for the board members who could not attend the workshop.

Smith and Anton stated they have met with Rick Myers and Mark Smith of JOCO First. The intention of the JOCO board and the JCTA board is to support each other in their initiatives on the ballot when they come up for a vote.

Summer Workshops: JCTA board will be planning workshops during the summer months.

Buffalo Events: Todd updated the board on the events being planned by the Buffalo Events group. Todd also stated Jeanie Briscoe is working on a new city/county map with points of interest on the map. JOCO First is also developing a new community calendar. Discover Historic Buffalo has turned over their website, [buffalowyoming.com](http://buffalowyoming.com), to JOCO first. Discover Historic Buffalo was an advertising co-op managed by a committee of local business owners and an administrative worker. (Most current committee members were Margaret Fraley, Sandy and Dave Todd, Linda Dunn, Rob and Lisa Yingling with administrative services provided by Jennifer McCormick and Lisa Yingling.)

Tegnu presented a proposal for funding on behalf of the Buffalo Chamber of Commerce.

Rule presented a detailed annual financial report for the board that has or additional information necessary for the board to put together their annual budget. Smith prefers the budget not contain any 'miscellaneous' categories. Rule and the board set new categories to simplify the financials. Rule went over the proposed budget form to, ultimately, be filed with the Wyoming Secretary of State's Office.

1-800 #: Board discussed and decided not to renew the 1-800 tourism number. Board feels most travelers get their travel information online and the phone number is no longer necessary.

Budget Fiscal Year 2021/22: Board set their preliminary budget for fiscal year 2021/22. Anton motioned to approve the preliminary budget for fiscal year 2021/22. McCormick seconds. Motion carries.

Meeting adjourned at 5:05pm.

Meeting minutes respectfully submitted by: Jennifer McCormick