

JCTA Board Meeting Minutes
September 13, 2022 at 2:30pm

Present: Cole Burnham, Jon Cordonier, Claudia Todd, Jody Sauers, Laurel Foster, Harold Anton

The meeting was called to order at 2:30 pm by Jon.

Jon announced the news that Cathy Bradley has resigned from the board due to lack of time.

The monthly financial reports were reviewed. There being no questions, Jody made a motion to approve the reports and Laurel seconded the motion. All approved.

Jon brought up the need to discuss having monthly meeting 12 months out of the year, rather than taking off for the summer. Members discussed the pros and cons. While that may be difficult for those in the tourism industry, all agreed that a full twelve month commitment is needed. Laurel made a motion to approve monthly meetings 12 months out of the year rather than 9 and Jody seconded. The motion was approved.

Board officers needed to be decided for the year. Laurel made a motion that Jon serve as the official chairman and Jody seconded the motion. All approved. Jody was selected to serve as board Treasurer since she is available in Buffalo and has experience with financials. Jon made a motion to approve this and Harold seconded the motion. Motion approved. Claudia agreed to perform the duty of note-taking only as secretary until such time as an administrative person can be hired to perform all secretarial duties, including note-taking. Laurel made a motion to this effect and Harold seconded the motion. Motion approved. With only the Vice Chair office remaining, Jon made a motion for Laurel to serve in this office and Jody seconded. Motion carried.

Due to difficulties for some to make this meeting time, new times were proposed that would work better. After discussion it was decided that beginning in October 2022 meetings would occur on the 3rd Tuesday of the month at 1:00. Laurel made a motion to this effect and Claudia seconded. Motion approved.

Jon announced that the visitor center is closed for the season. Much has been learned this first time operating the center, and so next year written agreements with the Chamber and City of Buffalo will need to put in place prior to open in 2023. The center has also been collecting emails and zip codes which will assist with future marketing efforts.

Jon has discussed the possibility of contracting with Jeanie or another such contractor for marketing services in lieu of hiring an administrative employee. There have been significant issues with the website that need improved, and there are concerns with Jeanie's ability to handle all the marketing in a timely manner. Such an arrangement with a contractor will be investigated further.

Inclusion in the Wyoming Tourism Guide was approved with Jody making a motion to proceed and Cole seconding. Motion approved.

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WY Destination Optimization advertising was discussed. The board was interested, but wanted the question of timing answered first. This will be asked before proceeding.

The following items were discussed regarding how we operate as a board:

1. Working together as a board- constructive, no bad ideas, discussion
2. Work together to create consensus
3. Moving forward with big goals, not minutia (ie. 30 minutes reading checks and financials which should be provided and reviewed in advance by the board)
4. Time commitment- 12 months
5. Vision/mission statement- don't have and need
6. Our fiduciary responsibility to the community and business owners is paramount
7. Sub-committees will be established to handle projects to keep advancing a variety of efforts in a timely fashion

The concept of marketing and how we approach this task was discussed and explained.

Tasks to be completed prior to the next meeting:

1. Each board member should attempt to draft a Mission Statement and a Vision Statement
2. Four board members are still needed (Harold plans to retire as soon as we have a quorum of members again) so each member should reach out to potential good candidates with marketing knowledge before the next meeting.
3. Each board member should decide what tourism marketing area subcommittee they would like to chair to advance our mission