

**Johnson County Tourism Association**  
Board Meeting Minutes  
February 9, 2016  
Buffalo Chamber - Downstairs Conference Room

**Attending Board Members:** Mike Johnson, Tom Knapp, Linda Becker, David Stuart, Clay Miller, Susan Moyes, Angela Fox, and Cindy Hughes.

**Call to Order:** Johnson calls the meeting to order at 3:00 pm.

**Approve:**

- December Meeting Minutes – Becker motions to approve minutes as presented, Miller seconds. Motion carries.
- January Meeting Minutes – Becker motions to approve minutes as presented, Knapp seconds. Motions carries.
- Treasurer's Report – Fox gave the following report:

|                  |                     |
|------------------|---------------------|
| Checking Balance | \$ 26,068.89        |
| MMA Balance      | \$ 83,550.54        |
| CD Balance       | <u>\$ 84,218.71</u> |
| Total Assets     | \$193,838.14        |

2 % Lodging Tax check was \$13,263.11. The total for lodging tax collected for FY 15/16 is \$8262.70 less than FY 14/15. Profit/Loss is \$49,167 for the year.

Miller motions to approve financials s presented, Becker seconds. Motion carries.

- Bills – Johnson read the list of bills for a total of \$8672.53. Becker motions for approval of bills to be paid, Knapp seconds. Motion carries.

**Old Business:**

- Billboard Lighting (billboard north of town) – Fox stated the lighting is complete. Chesbro electric informed Fox that the costs were higher to install lights than estimated. Fox informed Chesbro to submit an invoice for costs. The billboard is now lighted with LEDs, cost efficient, and bright enough to be seen from a further distance.
- Kaycee billboard – Knapp stated Cleveland (contractor) does not require half the money up front before starting the work and Cleveland will begin repairing the Kaycee Billboards in March. Knapp stated the complete breakdown of the bid that Johnson had asked for will be provided.
- Audit – Fox said the audit was completed, signed and submitted, along with receipts and bank statements. A copy is available for board review.

**New Business:**

- Billboards Gillette– Fox stated that one of the vinyl's outside of Gillette was tearing. Fox asked the board the direction for the new wrap. Fox and staff will design new vinyl and present to board for approval prior to submittal to Lamar.
- Video – Fox told the board that Miles Media is doing a video in English and German, and will be filmed in June 2016. Items to be filmed are: music jam, Paradise Guest Ranch, Crazy Woman Canyon, TA Ranch, Jim Gatchell Museum, Fort Phil Kearney, and other locations based on time allotted for video.
- Grants Old – Fox gave a list of all grants that had not claimed as of February. Everyone was called and emailed, four were than submitted by Jan. 8<sup>th</sup> deadline. These groups still have not submitted: Habitat, Boys & Girls Club, Fairgrounds, Sheep Herders Rodeo, and Nordic Ski Club (which is always late due to the time of event). \$43,325.00 had been granted to 19 recipients with roughly \$37,000.00 submitted to date. Johnson gave some details about deadlines for grants and said that anyone who didn't get their

paperwork in on time would have to petition the board to make a personal presentation and submit paperwork/receipts. The board would decide to approve or decline the request.

- Grants New – Fox stated that the current granting cycle had been advertised in January (twice in the newspaper and on Facebook) with two more appearances in the Bulletin slated for February. The grant hearings are scheduled for the meeting in March after the regular board meeting. Fox asked about protocol for submitting grant application for Longmire days.
- Ads – Fox said JCTA advertising is on track and reminded that April is the meeting scheduled to hear advertising proposals in preparation for budget in May.
- Governor's Conference – Fox said Governor's conference February 21st-23<sup>rd</sup> and will share details when she returns.

**Meeting Adjourned:** Adjourned at 3:45pm

**Next meeting will be:** March 8, 2016

**Respectfully Submitted:** Angela Fox

**Johnson County Tourism Association**  
Board Meeting Minutes  
March 8, 2016  
Buffalo Chamber - Downstairs Conference Room

**Attending Board Members:** Mike Johnson, Mike Madden, Harold Anton, Tom Knapp, Clay Miller, David Stewart, Linda Becker, Susan Moyes, Angela Fox, Jennifer McCormick and Cindy Hughes.

**Call to Order:** Johnson calls the meeting to order at 2:00pm.

**Approve:**

- February Meeting Minutes – Miller moves to approve minutes as presented, Becker seconds. Motion carries
- Treasurer’s Report – Fox gave the following report, which will be voted at March meeting:

|                  |                     |
|------------------|---------------------|
| Checking Balance | \$ 18,028.43        |
| MMA Balance      | \$ 83,563.91        |
| CD Balance       | <u>\$ 84,218.71</u> |
| Total Assets     | \$185,811.05        |

2 % Lodging Tax for calendar year 2016 seems to be in line with calendar year 2014. With those numbers hopefully still on pace to receive over \$200,000. Becker moves to approve treasurer’s report, Madden seconds. Motion carries.

- Bills – Johnson read the list of hills for a total of \$6,906.51. Madden moves to approve bills, Miller seconds. Motion carries.

**Old Business:**

- Billboards, Kaycee – An itemized estimate for the repair of the billboard was provided for the board by Big Horn Home Improvements. Material and labor costs were broke out for both hillboards. North-material, \$826.00 & labor, \$1,626.00. South-material, \$930.00, and labor, \$1962.00.
- Billboards, Gillette - Fox stated that there were 2 hillboards that needed wraps replaced. Fox showed the board a concept for a new ad campaign with branding to promote the area. She passed around samples of her idea, with different pictures of animals, activities and scenery. The board liked the pictures of rodeo, and animals like moose, buffalo and horses. It was stated that plain and simple wraps will work the best along the interstate. In the near future the billboard at Douglas will need replaced also.
- Old Grants – The Powder Pass Nordic Club 2015 grant was approved for payment, which was part of the hills for March. 2015, 19 agencies for \$43,325.00. Current amount dispersed \$37,994.71. Fairgrounds submitted for payment, after deadline. The board agreed not to pay, because it was late.
- Governor’s Conference – After attending the conference, Fox reported that Buffalo is one of the top trending communities. The Governor called out Buffalo for Longmire Days and the Rev 3 races. The state has a new ad campaign called “That’s WY”. Johnson county had the largest increase in tourism in 2015 at 33%.

**New Business:**

- Billboards near Cheyenne – Fox explained there are 3 available outside of Cheyenne. Prices range from \$300-\$500 a month from Lamar. This would catch I-25 traffic.
- RMI – Fox said that Buffalo has been offered to be a partner at RMI, Jackson Hole has dropped out. Cost have dropped down to \$4,000 for sponsorship. Buffalo will be listed in all RMI booklets, given data we haven’t had before and deal directly with tour guides.

- Brochures – Fox mentioned that inventory for the JCTA brochure is approximately 10,000. It has been 4 years since the verbiage has been changed and probably needs updated. A decision to reprint or update will be made later.
- New Grants – 21 organizations applied for \$119,645.58 in grant money for 2016. They are Arts Along the Bighorns, Big Horn Basque Festival, Big Horn Mountain Antique Fair, Big Horn Music Festival, Buffalo Chamber of Commerce, Buffalo Downtown Association, Buffalo Golf Club, \$1,200; Buffalo High School, Chris LeDoux Foundation, Dan Carlat Occidental Jam Scholarship, Fort Phil Kearny State Historic Site, Hoof Prints of the Past, Jim Gatchell Memorial Museum, Johnson County Fairboard, Johnson County YMCA, Kaycee Area Chamber of Commerce, Kaycee Ranch Rodeo, KBJ Economic Development Joint Powers Board (JOCO First-new name), Kick Em Up Cans, Powder River Nordic Club, World's of Music. After the hearings, Becker moves that 19 organizations be approved for \$49,250, Miller seconds. Motion carries.

**Meeting Adjourned:** Adjourned at 6:02pm.

**Next meeting will be:** April 12, 2016

**Respectfully Submitted:** Cindy Hughes

**Johnson County Tourism Association**  
Board Meeting Minutes  
April 12, 2016  
Buffalo Chamber - Downstairs Conference Room

**Attending Board Members:** Mike Johnson, Mike Madden, Harold Anton, Linda Becker, Susan Moyes, Angela Fox, Jennifer McCormick and Cindy Hughes.

**Call to Order:** Johnson calls the meeting to order at 3:00pm.

**Approve:**

- March Meeting Minutes – Becker moves to approve minutes as presented, Moyes seconds. Motion carries
- Treasurer’s Report – Henry gave the following report.

|                  |                     |
|------------------|---------------------|
| Checking Balance | \$ 18,028.43        |
| MMA Balance      | \$ 83,571.01        |
| CD Balance       | <u>\$ 84,218.71</u> |
| Total Assets     | \$185,818.15        |

- Bills – Johnson read the list of bills for a total of \$6,906.51. Becker moves to approve bills, Anton seconds. Motion carries.

**Old Business:**

- Billboards, Kaycee – Knapp was not in attendance to give the report on progress of billboard repair.
- Billboards, Near Cheyenne: Fox presented vacant billboard space. Madden commented billboards are expensive. Cheyenne area billboards were rejected by the board as being too far away and too expensive. Johnson would like the board to continue to see any billboard proposals.
- RMI – Fox presented expense for the flash drives to be taken to the RMI conference (\$1,500.00). Board approved the expense.

**New Business:**

- Brochures – Brochure was presented to the board for revisions.
- I-Brochure – This brochure was emailed to the board members for suggestions and revisions.
- Billboard Wraps – Fox stated two billboard wraps need to be replaced. Henry thinks the billboards are geared more toward travelers. Johnson and the board agreed the billboard should include wording to the effect ‘enjoy the adventure’ as ‘food, fun, lodging’ is a given. Board will set aside decision until ‘horse’ billboard is ready for review.
- Dept of Revenue – Response to Stewart’s email to Dept of Revenue regarding lodging tax responsibility of the fairground to pay the 2% lodging tax. Fox will be speaking with the Fair Board about the lodging tax. Johnson advised Fox that if she has any problems to notify him and he will assist.
- Certificate of Deposit – Fox informed the board the ‘rate’ is better with ANB Bank. CD will be moved per JCTA board. Becker feels anytime a better rate is found the CD should be moved.
- Johnson stated he hopes are that tourism will pick up the slack left by the decline of the oil/gas industry state-wide, and that tourism will bring in more money. However, he feels the board should be mindful of money running out and the need to ‘weather the storm’ during the bad years. Becker feels United States tourism will pick up in general due to uncertain overseas conditions.

**Meeting Adjourned:** Adjourned at 5:02 p.m.

**Next meeting will be:** September 12, 2016

**Respectfully Submitted:** Jennifer McCormick

**Johnson County Tourism Association**  
Board Meeting Minutes  
May 10, 2016, 3pm  
Buffalo Chamber - Downstairs Conference Room

**Attending Board Members:** Mike Johnson, Harold Anton, Linda Becker, Jim Henry, David Stewart, Susan Moyes, Angela Fox and Cindy Hughes.

**Call to Order:** Johnson calls the meeting to order at 3:03pm.

**Approve:**

- April Meeting Minutes – Becker moves to approve minutes as presented, Stewart seconds. Motion carries
- Treasurer’s Report – Henry gave the following report.

|                  |                     |
|------------------|---------------------|
| Checking Balance | \$ 6,828.85         |
| MMA Balance      | \$ 66,777.41        |
| CD Balance       | <u>\$ 84,278.06</u> |
| Total Assets     | \$157,884.32        |

JCTA received two lodging tax checks for a total of \$8,865.60. April \$3,574.51 and May \$5,281.09. Henry noted that because of the low amount in the checking account, money needed to be transferred from the MMA account to checking account to cover bills over the summer. Anton moves to transfer \$10,000 from MMA to checking account, Becker seconds. Motion carries.

- Bills – Johnson read the list of bills for a total of \$13,183.30. Henry moves to approve bills, Becker seconds. Motion carries.

**Old Business:**

- Billboards, Kaycee – No report
- Brochure – Fox asked everyone to review brochure, make changes or notes and return to her. Brochures will be refreshed and facts will be updated.
- Billboard Wrap – Fox presented 5 designs of wraps to use. It was decided to use the “Red Wall” on Douglas (I-25) billboard. The two Gillette (I-90) billboards will use “Rodeo” and “Red Wall “. All three wraps will state “fastest route to Yellowstone” on them.

**New Business:**

- I-Brochure – Fox reported this is a Madden insert and results are starting to come in. Content will need updated for the future, which Fox will do.
- Budget – Fox shared with the board the Dean Runyan report. She explained that the coal/oil industry downturn has not impacted Johnson County as severely as other areas in the State. She anticipates revenue from Lodging taxes to be about \$200,000- \$210,000. The board thinks because of low fuel prices that tourism could do really well in 2016. Proposed budget for 2016-2017.
  - \$ 4,000 – Printing & Reproduction.
  - \$ 150 – Dues & Subscriptions.
  - \$ 700 – Insurance
  - \$ 500 – Office Supplies
  - \$ 5,000 – Postage
  - \$ 1,000 – Ad Design
  - \$ 10,000 - Administration
  - \$ 68,060 – Advertising
  - \$ 2,500 – Billboard new design

- \$ 29,000 – Lamar Leases
- \$ 600 – Lighting
- \$ 4,800 – Local Billboard (to be renamed to Private Owner Billboard)
- \$ 4,000 – Maintenance
- \$ 2,000 – Familiarization Tours
- \$ 5,000 – Kaycee Chamber
- \$ 6,000 – Buffalo Chamber
- \$ 49,250 – Community Grants
- \$ 700 – Telephone
- \$ 5,500 – Brochures
- \$ 5,000 – Miscellaneous / Contingency (combine categories)
- \$ 9,000 – Trade Shows
- \$212,760 –Grand total for Budget

Becker moves to accept budget of \$212,760, Stewart seconds. Motion carries.

**Directors Report:**

- Fox said RMI was a huge success, with 60-70% new tour operators attending. The only down side is “fly & drives” where motels are to give a better rate for foreign tour operators coming through the area have declined and no longer honoring rates. Fox will be meeting with some of the motels to discuss the process and get more motels to participate.

A Fam tour was in town May 8, attending was three operators from Australia, China and France.

Herve(France) will be coming back in September 2016 to shoot a dressage film.

Fox said that a new program was suggested by the tour operator from Italy. This would be an internship for European students (18-21 year) to learn English, our culture and work experience here in Buffalo.

They would need host families to stay with while they are here. This would be a pilot program and the first one in the Mid-West.

**Meeting Adjourned:** Adjourned at 4:00 p.m.

**Next meeting will be:** September 13, 2016

**Respectfully Submitted:** Cindy Hughes