

Johnson County Tourism Association
Board Meeting Minutes
January 10, 2017
Buffalo Chamber - Upstairs Conference Room

Attending Board Members: Clay Miller, Linda Becker, Tommy Knapp, Cathy Bradley, Jim Henry, Harold Anton, Angela Fox, and Jennifer McCormick.

Call to Order: Anton called meeting to order at 3:02 pm.

Approve:

- December Meeting Minutes – Miller made motion to approve December meeting minutes, Becker seconds motion. Motion carries.
- Treasurer’s Report – Henry gives the following report:

Checking Balance	\$ 42,937.61
MMA Balance	\$ 60,144.95
CD Balance	\$ 84,515.81

- Becker motions to accept financials as presented, Moyes seconds the motion. Motion carries.
- Board discussed Lodging Tax Collections – quarterly payments, changes in lodging collections schedules, etc.
- Bills –Fox listed bills, and grant payments, to the board. Becker motions to approve the bills. Bradley seconds. Motion carries.

Old Business:

- Kaycee Billboard Update –Knapp states the north billboard is completely down, the southern billboard is up but needs to be rebuilt. Knapp will begin removal of the north billboard to be ready to rebuild in the spring. Fox stated the board has a year to replace the billboard.
- MultiView Contract – Fox stated the BCC office checked with MultiView about a discount if the contract is paid in full instead of through monthly payments. MultiView stated the rates for the contract are the lowest they can be as MultiView has not raised the rates since the first contract with the JCTA.
- Spring Insert Ad – Madden Media – Fox stated the JCTA ad has been submitted for the Spring Insert Program with Madden Media. The insert will go into thousands of newspapers across the country. Miller feels that while the program is expensive, it is worthwhile to continue.

New Business:

- Grants – Fox stated the 2017 grant forms have gone out to previous recipients of the program, the form has been added to the BCC website, and been made available on the Chamber’s social media platforms. The ads have been placed with the Buffalo Bulletin. The deadline to submit grant applications is the end of February, hearings will be held at the March JCTA board meeting.
- Election of Officers – Board members present discussed leaving the board officers the same. Becker motioned the officers carry over to the next year as they are currently, Bradley seconds. Motion carries.
- Time Square Video – Fox stated a film crew visited Kaycee, and compiled a video that was shown in Time Square in NYC. The videos were filmed for a program called ‘Time Square Minutes’. The BCC was provided the links to the videos from the producer, and have been granted permission from the producer to use them for tourism purposes.
- Douglas, WY Billboard – Fox stated the new wrap is in the process of being installed.

- Pathfinder magazine – Fox stated the ads are being sold now. Fox informed the board Kaycee, WY will have its own section in the new Pathfinder magazine, there will be ad lookup pages with color coding, and that there have been no difficulties with this year’s publication process.

Meeting Adjourned: Adjourned at 3:43 pm

Next meeting will be: March 14, 2017

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
March 14, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Mike Johnson, Mike Madden, Susan Moyes, Linda Becker, Tommy Knapp, Cathy Bradley, Jim Henry, Harold Anton, Angela Fox, and Jennifer McCormick.

Call to Order: Johnson called meeting to order at 2:00 pm.

Approve:

- January Meeting Minutes – Becker made motion to approve January meeting minutes, Bradley seconds motion. Motion carries.
- Treasurer’s Report – Henry gives the following report:

Checking Balance	\$ 5,431.97
MMA Balance	\$ 60,154.83
CD Balance	\$ 84,515.81

Henry stated Lodging Tax numbers appear to be down significantly, something to keep in mind when the board is budgeting for the next year. Fox stated part of the problem could be the changes to the collection system itself. Collections paid by the 15th of each month now result in a kickback to the paying establishment, some businesses are paying quarterly, more establishments are only open seasonally, etc. Fox also stated there was a significant bump in a prior year when internet sales were ‘back’ collected for a long period of time all in one year, and this ‘bump’ makes normal collection amounts look less than what might be expected. Henry also feels the numbers were skewed by the internet lodging tax collection bump, and that collections are not down as much as they appear to be based on figures that exclude the bump from the internet tax collections. Johnson said if you look from month to month collections appear to be down slightly. Henry also feels all collections paid quarterly may not have been collected yet.

- Becker motions to accept financials as presented, Knapp seconds the motion. Motion carries.
- February Bills – Becker motioned to approve the February bills, Bradley seconds, motion carries.
- March Bills –Knapp motioned to approve the March bills, Becker seconds, motion carries.

Old Business:

- Kaycee Billboard Update –Fox stated Dave Stallwood will begin work on the billboard when he returns to the area. Fox asked the board to be thinking about ideas for the vinyl as the board will need a new wrap when it is rebuilt, and this will need to be considered in their next budget. Knap said he may have a funding option to pay for the vinyls, he will check on this funding option and report at next meeting. The board then discussed making repairs to the Ft Phil Kearny billboard. This billboard currently has a painted wood front.
- Douglas Billboard Update – The vinyl is ready to be installed, installer is waiting for a break in the weather to physically be able to get to the billboard.

New Business:

- Grants – After discussion, it was decided to allot \$38,000.00 (20% of the projected budget of \$190,000.00) to community grants.

Business Meeting Adjourned: Adjourned at 2:40 pm
Grant Requests Began at 2:45 pm
Next meeting will be: April 11, 2017
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
April 11, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Michael Madden, Cathy Bradley, Clay Miller, Jim Henry, Harold Anton, Angela Fox, and Jennifer McCormick.

Call to Order: Johnson called meeting to order at 2:00 pm.

Approve:

- March Meeting Minutes – Johnson stated one correction needed to be made to the March meeting minutes (Clay Miller was listed as attending and was not there.) McCormick made of not of the needed change. Henry motion the minutes be amended and accepted with the change. Becker seconds. Motion carries.
- Treasurer’s Report – Henry gives the following report:

Checking Balance	\$ 4,907.71
MMA Balance	\$ 40,158.73
CD Balance	\$ 84,515.81

- Becker motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- April Bills - Becker motioned to approve the April bills, Bradley seconds. Motion carries.
- March Bills –Knapp motioned to approve the March bills, Becker seconds, motion carries.

Old Business:

- Douglas Billboard Update –McCormick stated the wrap has been installed on the Douglas billboard, and presented the picture provided by the installation company. Board thought the wrap and installation looked good.
- Kaycee Billboard Alternate Funding - Knapp was checking on alternate financing for billboard wraps and installation, as he was not at the meeting the Chamber office will contact him on behalf of JCTA and get information from him regarding the funding.
- Grants – McCormick stated the letter have gone out to all organizations who applied for grant monies. Johnson stated he has heard from a group that did not receive funding. Board discussed why this organization was not granted funds (grant application was not ‘completed’ as required of all organizations requesting funds, and the event(s) didn’t fit the criteria of ‘heads in beds’ to receive grant money).

New Business:

Cantina Mural – Fox stated the JCTA board had asked for the mural project to be added to the April agenda so the board could discuss funding options, as the board felt this project is more of a long-term investment rather than strictly a marketing project and would like to review funding options. Fox stated two grants have been written for funding on the project. Buffalo Chamber of Commerce will be working with the City of Buffalo on a Community Enhancement grant. The mural project will cost over \$60,000.00. The completed mural will be a ‘Welcome’ to Buffalo visible from the intersection of Fort and Main Streets, and is a continuance of the previous mural project completed by Vision Buffalo. Fox presented pictures of the proposed mural design. Fox stated the business owner will fund the painting of the flat, base coat using the special paint required for the murals to be painted on. Board decided to delay a decision on funding until the grants results are available. If JCTA decides to help with funding, the funds will be contingent on grant monies received for the project. Questions asked by the board were as follows:

- Who will own the artwork?
- What happens if the building owner decides to paint over the mural?
- Who is responsible for maintenance/repairs of the mural?
- Could these responsibilities be transferred to a new owner in the event the current owner should decide to sell the building?

Fox stated she would research the concerns of the board regarding the above questions.

Johnson County Jim Gatchell Memorial Museum: Sylvia Bruner made a presentation to the board regarding the program planned by the museum to mark the 125th Anniversary of the Johnson County Cattle Wars. The museum will be working in conjunction with the TA Guest Ranch to hold a weekend of activities regarding the Cattle Wars. TA Ranch was declined on their request for funding due to them being a private business. The board discussed granting funds to the Museum for the program. Becker motioned that the JCTA grant \$3000.00 to the Johnson County Jim Gatchell Memorial Museum for advertising their September programs regarding the 125th Anniversary of the Cattle Wars. Bradley seconds the motion. Motion carries.

Board Decision: Move \$3000.00 from the advertising budget to the community grants budget.

Regular board meeting ended at 2:50, presentations for advertising began at 2:51.

Business Meeting Adjourned: Adjourned at 2:50 pm
Advertising Presentations (and board discussion) ended at 6:15 pm
Next meeting will be: May 9, 2017
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
May 9, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Michael Madden, Susan Moyes, Harold Anton, Jim Henry, Cathy Bradley, Linda Becker, Clay Miller Tommy Knapp, Bill Novotny (County Commissioner), Bob Perry (County Commissioner), Mark Bentley (BCC Board), Jon Williams (BCC Board), Angela Fox, and Jennifer McCormick.

Call to Order: Johnson called meeting to order at 4:00 pm.

Approve:

- April Meeting Minutes –Henry motion the minutes be accepted. Becker seconds. Motion carries.
- Treasurer’s Report – Henry gives the following report.
- Becker motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- April Bills - Becker motioned to approve the April bills, Bradley seconds. Motion carries.

Old Business:

- Kaycee Billboard Alternate Funding - Knapp gave a report/update on Kaycee billboards.

New Business:

- Budget Cuts/1% funding – Board discussed the budget/funding cuts with the Johnson County Commissioners.
- 2017/18 Budget – The new budget has been submitted to the Commissioner’s office and the newspaper. Filing with the state of Wyoming is in progress.

Business Meeting Adjourned: Adjourned at 5:10 pm

Next meeting will be: September 12, 2017

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
October 10, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Michael Madden, Tommy Knapp, Jim Henry, Harold Anton, Cathy Bradley, Mark Smith, Jennifer McCormick, Cindy Kremers (BCC Board), and Dannielle Burns (BCC Board).

Call to Order: Johnson called meeting to order at 4:00 pm.

Approve:

- May Meeting Minutes –Madden motions the minutes be accepted. Bradley seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
- Madden motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- October Bills - Johnson reviews bills with the board. Knapp motioned to approve the October bills, Bradley seconds. Motion carries.
- Board decided to cancel second half of Mike McCrimmon tourism video, and review decision in 2018.

Old Business:

- Kaycee Billboard - Knapp gave a report/update on Kaycee billboards. Billboard has been rebuilt, needs to be wrapped. Mark Smith will be attending next Kaycee Town Council meeting with Knapp (re: billboard design).

New Business:

- Grants – all large grants have now been paid out to recipients.
- Advertising – all regularly placed ads have been submitted to the various companies.
- Multiview contract – contract has been renewed.
- Annual Budget submission – Budget has been submitted and accepted by the State of Wyoming.
- True West magazine – Buffalo will be named #2 on the list of top 10 True Western towns for 2018.
- BCC – new director- Mark Smith was introduced to the JCTA board of directors.
- IPW – IPW tourism conference was discussed.

Business Meeting Adjourned: Adjourned at 4:27 pm

Next meeting will be: November 14, 2017

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
November 14, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Michael Madden, Cathy Bradley, Harold Anton, Clay Miller, Mike Christen, Mark Smith, and Jennifer McCormick

Call to Order: Johnson called meeting to order at 4:00 pm.

Approve:

- October Meeting Minutes –Bradley motions the minutes be accepted. Christen seconds. Motion carries.
- Treasurer’s Report – Johnson presents the financial report.
- Madden motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- October Bills - Johnson reviews bills with the board. Bradley motioned to approve the October bills, Miller seconds. Motion carries.

Old Business:

- Kaycee Billboard - Knapp was not present to give an update.

New Business:

- Advertising – True West Magazine – Ad has been placed in the Best of the West issue.
- Roadside Outdoors – New billboard contract was reviewed and signed by the board. Wrap will be decided on and ordered from Floyd.

Business Meeting Adjourned: Adjourned at 4:20 pm

Next meeting will be: December 12, 2017

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
December 12, 2017
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Michael Madden, Cathy Bradley, Harold Anton, Clay Miller, Mike Christen, Tommy Knapp, Mark Smith, and Jennifer McCormick

Call to Order: Johnson called meeting to order at 4:00 pm.

Approve:

- November Meeting Minutes –Christen motions the minutes be accepted. Bradley seconds. Motion carries.
- Treasurer’s Report – Johnson presents the financial report.
- Bradley motions to accept financials as presented, Miller seconds the motion. Motion carries.
- November Bills - Johnson reviews bills with the board. Bradley motioned to approve the October bills, Christen seconds. Motion carries.

Old Business:

- Kaycee Billboard - Knapp will get the measurement of the billboard to Smith to get a new vinyl wrap made.

New Business:

- Roadside Outdoors – Smith will get with designers to get billboard design submitted to Floyd with Roadside Outdoors.
- Board discussed lodging tax. Madden spoke to the board about new taxes being considered by the state legislature.

Business Meeting Adjourned: Adjourned at 4:20 pm

Next meeting will be: January 9, 2018

Respectfully Submitted: Jennifer McCormick