

Johnson County Tourism Association
Board Meeting Minutes
February 13, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Clay Miller, Cathy Bradley, Tom Knapp, Jillian Smith, Susan Moyes, Mark Smith, and Jennifer McCormick.

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

Approve:

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

Old Business:

- Kaycee Billboard - Mark Smith presented designs for the Kaycee billboard(s) wraps. Knapp will take the designs to the Kaycee Town Council for decision can approval of design.

New Business:

- Grant applications – McCormick informed the board that grant applications are being received at the chamber office. Packets for each board member will be compiled, and distributed, to board members after the deadline for grant applications to be turned in to the office.

Business Meeting Adjourned: Adjourned at 4:20 pm

Next meeting will be: March 13, 2018 at 2:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
March 13, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Tom Knapp, Harold Anton, Jake Kennedy, Clay Miller, Cathy Bradley, Jillian Smith, Mark Smith, Jennifer Mangiapane, Jennifer Haskins, and Jennifer McCormick.

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

Approve:

- February Meeting Minutes –Henry motions the minutes be accepted. Miller seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
- Knapp motions to accept financials as presented, Miller seconds the motion. Motion carries.
- March Bills - Johnson reviews bills with the board. Miller motioned to approve the February bills, Knapp seconds. Motion carries.
- CD renews in March, Johnson would like to entertain bids for CD, with decision to be made at the April meeting. Johnson motions entertaining bids for CD, Knapp seconds, motion carries.

Old Business:

- Kaycee Billboard - Knapp presented billboard ideas to Kaycee Town Council. The council approved billboard proof featuring Chris LeDoux.

New Business:

- Mural Project – Jennifer Haskins and Jennifer McCormick presented progress so far on the Cantina Mural project, including grant applications submitted, and asked that the JCTA board consider funding assistance for the project.

Board went into grant presentations at 2:30.

Business Meeting Adjourned: Adjourned at 7:40 pm

Next meeting will be: April 10, 2018 at 2:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
April 10, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Jim Henry, Tom Knapp, Harold Anton, Jake Kennedy, Cathy Bradley, Susan Moyes, Jennifer Mangiapane, and Jennifer McCormick.

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

Approve:

- March Meeting Minutes –Bradley motions the minutes be accepted. Kennedy seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
Kennedy asked the board to consider a ‘sweep’ account.
- Anton motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- April Bills - Johnson reviews bills with the board. Knapp motioned to approve the February bills, Bradley seconds. Motion carries. Kennedy makes a motion to pay grant request from Arts Along the Bighorns due to exceptional circumstances (death in the family of grant filer day before due date for grant funds submissions). Moyes seconds the motion. Motion carries.
- CD renews in March, board asked that the cd not be rolled over until they review rates for cds at local banks.

Old Business:

- Kaycee Billboard - Nothing new to present. Waiting for Dave Stallwood to return to Buffalo to work on the billboards.

New Business:

- Lodging Tax on Ballot – McCormick is to submit a letter to County Clerk to have 2% lodging tax put on the 2018 ballot. Buffalo Area Chamber of Commerce will help to form a political action committee to advocate for 2% lodging tax passage.

Board went into marketing presentations at 2:50.

Business Meeting Adjourned: Adjourned at 4:40 pm

Next meeting will be: May 8, 2018, 2018 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
May 9, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Michael Johnson, Jim Henry, Tom Knapp, Harold Anton, Jake Kennedy, Cathy Bradley, Susan Moyes, Clay Miller, Jillian Smith, Jennifer McCormick, and Jennifer Mangiapane

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

Approve:

- April Meeting Minutes –Bradley motions the minutes be accepted. Kennedy seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
- Anton motions to accept financials as presented, Bradley seconds the motion. Motion carries.
- May Bills - Johnson reviews bills with the board. Knapp motioned to approve the May bills, Bradley seconds. Motion carries.

Old Business:

- Kaycee Billboard – Billboard has been repaired and wraps were installed on both billboards at Kaycee.

New Business:

- Lodging Tax Letter – Letter to have the 2% Lodging Tax put on the ballot for the November 2018 vote has been submitted to Vicki Edleman at the courthouse.
- Accounting bid was submitted to the board. The decision by the board was that the bid was too high. They would like to pursue bids from bookkeepers as opposed to accountants.
- Funding for the Satellite Information Center was discussed by the board. Funding will become an issue as cuts by the county get deeper. Board will be discussing possible funding options for the SIC.
- CD – Board decision was to roll over the CD at Bank of Buffalo.

Business Meeting Adjourned: Adjourned at 4:25 pm

Next meeting will be: September 11, 2018, 2018 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
September 11, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Cathy Bradley, Jake Kennedy, Jill Smith, Harold Anton, George Clark (guest), mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:20 pm.

Approve:

- May Meeting Minutes –Bradley motions the minutes be accepted. Henry seconds. Motion carries.
- Treasurer’s Report – Henry presents the financial report.
- Kennedy motions to accept financials as presented, Smith seconds the motion. Motion carries.
- September Bills -Anton reviews bills with the board. Henry motioned to approve the September bills, Bradley seconds. Motion carries.

Old Business:

- There was no old business.

New Business:

- PAC – Clark met with the board regarding the PAC for the 2% Lodging Tax. Smith would like to see goals set for the PAC and the JCTA. Robb Hicks will be asked to write an article regarding the Lodging Tax (what it does for the community, benefits to local organizations, etc.).
- Roots Rated Media – Discussion concluded with Smith continuing to investigate what Roots Rated Media could do for the JCTA in the way of marketing.
- Satellite Information Center – Staff member health issue was discussed. Closing date for the SIC was presented (Sept 30 being the last day the center will be open).
- Agenda for next meeting – Smith would like for ‘Goals for the Board’ to be added to the agenda for the October meeting.

Business Meeting Adjourned: Adjourned at 4:25 pm

Next meeting will be: November 13, 2018, 2018 at 4:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
October 9, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Cathy Bradley, Clay Miller, Tom Knapp, Sylvia Bruner, Mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 4:04 pm.

Approve:

- September Meeting Minutes – Henry motions the minutes be accepted. Miller seconds. Motion carries.
- Treasurer’s Report – Henry presents the treasurer’s report.
- Bradley motions to accept the treasurer’s report, as presented, Knapp seconds the motion. Motion carries.
- October Bills -Anton reviews bills with the board. Knapp motioned to approve the September bills, Bradley seconds. Motion carries.

Old Business:

- There was no old business.

New Business:

- Election of Officers – Anton nominated Henry as Board Chairman. Miller seconds the nomination. Henry nominated Anton as Vice-Chair. Bradley seconds the nomination. Henry nominated Bradley as Treasurer/Secretary. Knapp seconds the nomination. There were no other nominations for these positions. Board voted, and nominations carried. New JCTA Board Officers are as follows: Henry – Chairman, Anton – Vice Chair. Bradley – Treasurer/Secretary. McCormick will get minutes to ANB Bank to get the signers on the accounts updated. **Signers are as follows: Jim Henry, Harold Anton, and Catherine Bradley.**
- Annual Billboard Maintenance – Stallwood had made the final check on the local billboards before winter season. Stallwood said everything looks good, and no repairs are needed to any of the local billboards.
- Top Ten True Western Towns – Board was informed of Buffalo’s placement on the list for the 2019 calendar year. Formal announcement will be made after the first of the year (2019) as per True West Magazine rules.
- Goal Setting for the JCTA Board – Henry reviewed the JCTA bylaws for the board, and the involvement of the board in the past regarding decision making, re: marketing and promotion. Board discussed email from Jill Smith regarding goals for the board. A marketing analysis report was suggested. Miller feels the board does not have the available funding for a market analysis report. Miller thinks roughly the same information can be obtained from the state department of travel and tourism. The board discussed a survey instead of a report, as this option would be less expensive with some of the same results/information. Miller suggested a survey of local lodging properties (How did you hear about Buffalo?) to narrow down what marketing is working for county tourism. Knapp would like more information about MultiView in advance of the next budget session. Knapp would like to know if we are using MultiView to best benefit of county tourism. Smith will be looking into MultiView product and their provided services. Anton would like to see more marketing aimed at the ‘shoulder’ season in Johnson County. Anton thinks the tourism numbers for summer are ‘what they are going to be, we are already full in the summer’, and would like to see the focus turn to tourism opportunities in the fall/winter months.
- Budgeting – In regard to marketing, Knapp would like to see yearly budget preparation begin sooner rather than later. Miller feels the board could start their reviews at the December meeting. Knapp would

like to consider funding for the Satellite Information Center in the next fiscal year budgeting as city and county funding is getting more difficult to obtain.

- Meeting times – Meeting times will be 3:00 pm on the second Tuesday of every month. Meeting time will be publicized, and if the time is changed that will be publicized also.

Business Meeting Adjourned: Adjourned at 4:42 pm

Next meeting will be: November 13, 2018 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
November 13, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Harold Anton, Jim Henry, Jill Smith, Jake Kennedy, Clay Miller, Tom Knapp, Susan Moyes, Mark Smith, and Jennifer McCormick.

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

Approve:

- October Meeting Minutes –Miller motions the minutes be accepted. Anton seconds. Motion carries.
- Treasurer’s Report – Henry presents the treasurer’s report for the absent Bradley.
- Knapp motions to accept the treasurer’s report, as presented, Miller seconds the motion. Motion carries.
- Board discussed what was a downward trend in lodging tax collections. Board feels the trend is turning around, lodging tax collections are increasing.
- October Bills -Anton reviews bills with the board. Anton motioned to approve the October bills, Knapp seconds. Motion carries.

Old Business:

- There was no old business.

New Business:

- Blocked Billboard – Board discussed the blocked billboard. Kennedy knows the landowner where billboard is located. He will call and check on the billboard blockage, and report back to the board in December.
- Budget – Board decided they will be discussing budgeting at each meeting, instead of one budget meeting at the end of the fiscal year. They feel this will help them to better decide where funds will be spent.
- Marketing – In regard to Marketing Funds: Knapp would like to know how many local hotels get guests who ‘walk in’ without reservations being made in advance. Miller would like to see a survey of room rental information from local hotels to help the board to know where marking money is more effective for Buffalo. J. Smith would like to see marketing funds diversified to take advantage of the travel habits of the 30 ‘something’ and younger market. J. Smith feels the JCTA Marketing spend may currently be too billboard heavy. Board discussed some ideas that could help reach a younger travel market as younger people have moved more toward internet or online marketing (apps, etc.). Miller feels the survey for the hotels would be an effective marketing tool for the use of the JCTA board, and a simpler way to get he necessary information. Board agreed. Direction will be given to the Chamber staff regarding the preparation and distribution of the survey to local establishments. Board discussed if a Multiview survey is possible. Board expressed an interest in finding out how the Lodging Tax funds portion appropriated by the City and County are being used/spent by the City and the County. The board would like to see demographic reports for the publications they currently advertise with on behalf of Buffalo and Johnson County. Chamber staff will start to collect the information in January.

Business Meeting Adjourned: Adjourned at 4:20 pm
Next meeting will be: December 11, 2018 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
December 11, 2018
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Harold Anton, Jim Henry, Tom Knapp, Cathy Bradley, Clay Miller, Jillian Smith, Sylvia Bruner, Susan Moyes, Mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:04 pm.

Approve:

- November Meeting Minutes –Bradley motions the minutes be accepted. Knapp seconds. Motion carries.
- Welcome to new treasurer Cathy Bradley.
- Treasurer’s Report – Bradley presents the treasurer’s report for the absent Bradley.
- Knapp motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- December Bills -Bradley reviews bills with the board. Miller motioned to approve the October bills, Knapp seconds. Motion carries.
- Board would like the contact name for Miles media changed from Angela Fox to Mark Smith.

Old Business:

- Blocked Billboard - Kennedy wasn’t present to present follow up information regarding the billboard. M. Smith will get with Kennedy to see what was discussed with the landowner. M. Smith will then contact Floyd with Roadside Outdoors.
- Lodging Tax – Henry spoke with Mike Johnson regarding the percentage appropriated from the lodging tax for the county and the city. Re: what is the appropriated money being spent on? Miller feels the new mayor needs to be approached regarding the money. Board thinks the money is supposed to be spent purely on marketing for the county and the city. Money not spent on marketing defeats the purpose of the tax, which is to bring more money in to Buffalo and Johnson County through marketing and tourism. Henry has researched the election/vote for a future lodging tax increase. 2019 would be a special election. If an increase is desired, 2020 would be the year to put it on the ballot. J. Smith will begin researching lodging tax percentages for surrounding states. Henry will speak with the county commissioners about lodging taxes funding the visitor center(s). Front of house training for local hotels, etc. was discussed. Chamber will check to see if there is state funded program for training. Board would like to look at production of a ‘Happening In Buffalo This Week’ sheet for local establishments.

New Business:

- Live Feed Camera – Chamber is installing ‘live feed’ cameras for the downtown area. They are now looking for monthly, local sponsors. Moyes expressed an interest in sponsoring the cameras.
- Co-Op Billboard Advertising – Board feels Ron Roman needs to contact local businesses regarding co-op billboard advertising.
- Marketing – Board feels the chamber should have a photo contest to gather new photos for local marketing. Regarding Multiview, where does the content go to be seen? The board would like a rep from Multiview to attend a board meeting and make a pitch. Chamber office will send the portal address and log in information to the board members.

Business Meeting Adjourned: Adjourned at 4:20 pm

Next meeting will be: January 8, 2019 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick