

Johnson County Tourism Association
Board Meeting Minutes
January 8, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Cathy Bradley, Harold Anton, Jake Kennedy, Tom Knapp, Sylvia Bruner, Susan Moyes, mark Smith, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 3:03 pm.

Approve:

- December Meeting Minutes –Bradley motions the minutes be accepted. Knapp seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report.
- Knapp motions to accept the treasurer’s report, as presented, Bruner seconds the motion. Motion carries.
- January Bills -Bradley reviews bills with the board. Kennedy motioned to approve the January bills, Knapp seconds. Motion carries.

Old Business:

- Blocked Billboard – Smith informed the board that the hay in front of the billboard is being cleared. Board thought the hay would slowly clear as winter progressed, and the hay was used to feed cattle. Anton will check the billboard when he drives through on 1/9/19.
- Lodging Tax – Anton feels there are enough taxes going before the legislature that a lodging tax may not pass as people may be ‘taxed out’. M. Smith will be following the lodging tax bill and supporting while he is in Cheyenne for the Governor’s Conference. M. Smith will be sending information to the board regarding the Lodging Tax Webinar.
- Grant Applications – McCormick explained the ad for grant submissions had been placed in the Buffalo Bulletin, and grant applications are ready to be picked up at the chamber office or can be emailed to applicants.

New Business:

- Multiview Online Marketing – Board discussed the effectiveness of Multiview online marketing. Smith presented number to the board regarding Multiview marketing. Board would like to investigate other forms of online marketing that may be less expensive and more effective. This matter will be revisited at the next meeting.

Business Meeting Adjourned: Adjourned at 3:37 pm
Next meeting will be: February 12, 2019 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
February 12, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Cathy Bradley, Clay Miller, Jill Smith, Sylvia Bruner, Susan Moyes, Jake Kennedy, Mark Smith, and Jennifer McCormick.

Call to Order: Bradley called the meeting to order at 3:07 pm.

Approve:

- January Meeting Minutes – Miller motions the minutes be accepted. Smith seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report.
- Miller motions to accept the treasurer’s report, as presented, Smith seconds the motion. Motion carries.
- February Bills -Bradley reviews bills with the board. Kennedy motioned to approve the January bills, Bruner seconds. Motion carries.

Old Business:

- Internet Marketing – J. Smith went over her ideas for internet marketing. She feels the Multiview numbers have been dismal. She also feels that Multiview numbers are not necessarily the fault of Multiview. She does not feel Multiview is the tool that should be used by the JCTA. Miller thought Multiview was supposed to be an all-encompassing tool. Smith does not know where the clicks for Multiview are directed. She would like to see a contract for a scope of work that was signed off on by the JCTA. M. Smith told the board that he had changed the ad recently to reflect winter sports. McCormick told J. Smith that the clicks are directed to the chamber website. J. Smith feels we obviously need a higher click through rate but there needs to be a call to action when the user arrives at the destination with the click. She feels there needs to be something applicable to the ad that has been clicked. J. Smith feels there needs to be better management of the click throughs on the end of the JCTA. Bruner and J. Smith feels the online advertising needs to be better managed on the JCTA end. Board discussed having a local company provide and manage the content for the JCTA. They feel the response would be better to content gathered locally by people who know the community. Board decided to cancel the Multiview contract and look for someone local to do this type of work for JCTA.

New Business:

- Grant Applications for 2019 – McCormick informed the board that grant applications are being picked up in the office and emailed to interested parties. The completed forms are being submitted, and scheduling will begin soon.

Business Meeting Adjourned: Adjourned at 4:12 pm

Next meeting will be: March 12, 2019 at 2:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
March 12, 2019
Buffalo Chamber - Downstairs Conference Room

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

Call to Order: Anton called the meeting to order at 2:03 pm.

Approve:

- February Meeting Minutes –Kennedy motions the minutes be accepted. Miller seconds. Motion carries.
- Treasurer’s Report – Henry presents the treasurer’s report.
- Kennedy motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- March Bills -Henry reviews bills with the board. Moyes motioned to approve the March bills, Knapp seconds. Motion carries. Miller asked that the chamber bill the JCTA quarterly for expenses or payments to the BCC.

Old Business:

- Multiview Contract: McCormick verified for the board that the Multiview contract has been cancelled. McCormick let the board know that Jessica with Multiview had expressed interest in presenting a proposal to the board at the April JCTA meeting. Henry felt the board made the best decision by cancelling the contract.

New Business:

- Cindy Kremers, Buffalo Chamber Board President: Kremers introduced Mike Knebel to the JCTA board and spoke with the board about the possibility of sending Knebel to the RMI and IPW trade shows on behalf of the board. Board agreed that Knebel would attend both conferences on behalf of the JCTA, and in the place of a regular chamber employee. Miller asked Kremers about the JCTA board having a voice on the hiring committee when the time comes to hire a CEO for the Buffalo Chamber of Commerce. Kremers agreed with Miller that the JCTA should, and will, have a spot on the hiring committee.
- Hashtag: McCormick informed the board that she had come up with one hashtag (#BuffaloIsWy). She feels the hashtag ties Buffalo in with the WOT hashtag (#ThatsWY). Bruner went over several hashtags she thought about. Hashtags will be revisited at a later time.
- Grant recipients from 2018 who did not claim their funding: McCormick went over the grant recipients from 2018 cycle that did not claim the funds allocated. The two grantees were the Buffalo Downtown Association and Hoofprints of the Past Museum. Board discussed whether reminder letters need to be sent before the 2020 final deadline. It was decided that reminder letters did not need to be sent.
- County/City portion of 2% funds: Board expressed interest in what the funds held back by the city and county are being used for. Funds from 2% are supposed to be used for marketing. Are the city and the county using the funds for marketing purposes?
- Educating the public about how the 2% funds are used: The board would like to start education the public about how 2% funds are used on behalf of the community (community grants, marketing, etc.). Ideas discussed were letters to the editor, columnist at large in the Buffalo Bulletin, Community Speaks program on BHMRN, etc.

Business Meeting Adjourned: Adjourned at 3:01 pm
Community Grant Presentations: Begin Immediately After.
Next meeting will be: April 9, 2019 at 2:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
April 9, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Harold Anton, Jim Henry, Jill Smith, Jake Kennedy, Cathy Bradley, Lori Clark, and Jennifer McCormick.

Call to Order: Anton called the meeting to order at 2:02 pm.

Approve:

- March Meeting Minutes –Kennedy motions the minutes be accepted. Bradley seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report. Kennedy suggested a sweep account. Then funds can be put into interest bearing MMA account and money can be ‘swept’ over to cover checks for bills. Action item: Henry will check on a sweep account.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- March Bills -Bradley reviews bills with the board. Anton motioned to approve the March bills, Kennedy seconds. Motion carries.

New Business:

- Action Item: Billboard at Banner and one near Gillette have begun to face. McCormick will gather pricing for billboard wraps. Will get with Rob Yingling about using his photo for billboards.
- Matt Misslin: Misslin was unable to come to board meeting. Board suggested staff contact Misslin and suggest he speak with Tim Miner at the Y to find out why the Y is no longer doing the 3 on 3 Basketball Tournament.
- Jim Gatchell Museum: Henry would like to award the museum \$1000 in additional marketing funding. The board decided to wait until they could talk to Sylvia Bruner and find out if Friend of the Museum is going to help with funding for the museum.
- Banner Billboard: McCormick is to get a bid from Dave Stallwood to fix the billboard.
- Flash Drives for Tourism Conferences/Trade Shows: Board would like to see the flashdrives include some sort of notification back to the chamber if the information is opened on the drive. McCormick said she would ask Mike Knebel if this is possible. Anton made a motion to approve the flashdrive expense. Bradley seconds. Motion carries.
- Board asked for the chamber staff to reach out to Flood Marketing and Tim Miner to obtain bids for marketing plan.

Business Meeting Adjourned: Adjourned at 3:05 pm

Next meeting will be: May 14, 2019 at 3:00 pm.

Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
May 14, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Sylvia Bruner, Jill Smith, Cathy Bradley, Susan Moyes, Jennifer McCormick, and Mike Knebel.

Call to Order: Anton called the meeting to order at 2:02 pm.

Approve:

- April Meeting Minutes –Bruner motions the minutes be accepted. Bradley seconds. Motion carries.
- Treasurer’s Report – Bradley presents the treasurer’s report. Anton moves to accept the treasurer’s report, Bruner seconds, motion carries. Henry stated that he had checked on a sweep account at ANB Bank. He feels there are too many fees associated with a nonprofit having a sweep account. Board agreed.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- March Bills -Bradley reviews bills with the board. Anton motioned to approve the March bills, Kennedy seconds. Motion carries.

Old Business:

- Banner Billboard/Fort Phil Kearny – Dave Stallwood has submitted a \$2300 quote to repair the billboard. Chamber staff will contact Misty Stoll at the fort and see if she feels the billboard is important to the museum, and if she has any ideas about getting it done at a cheaper price.

New Business:

- Billboard wraps: McCormick checked with YESCO regarding prices of billboard wraps. The largest billboard would cost \$1300 for a wrap. Knebel mentioned the signs on the front and side of the chamber building have begun to fade. Board feels that is something that should be handled by the chamber board as it does not relate to tourism.
- Jim Gatchell Museum funding: Henry feels there is an extra \$1000 in the budget that might benefit the museum if they are still having funding issues. Bruner stated the Gatchell Museum Association (GMA) has increased funding to the museum in the form of a loan from the GMA endowment for operation expenses and stock for the gift store. The funds will have to be paid back to the GMA at a later date. The board decided that if the museum needs funding for advertising they can come to the board and request help with advertising funding.
- YESCO Contract: Bruner moved to approve the contract from YESCO for the billboard at Douglas, WY, Smith seconds, motion carried.
- Marketing line item in budget: Smith would like to see advertising results on behalf of the JCTA by the BCC be more trackable, and a clear plan with goals for any marketing requests submitted to the JCTA board by the BCC staff with awareness that the JCTA will be checking the progress of the advertising campaigns and proposals. The amount for the marketing line item in the JCTA budget is \$19,500.00.
- AAA Advertising in 2018: The ad that was approved by the board for 2018 was never placed on their behalf. The board doesn’t feel that not placing the ad had a significant impact on tourism to the area. Moyes moved not to place an ad with AAA for the 2019/2020 fiscal year, Smith seconds, motion carries.
- Budget 2019/2020: Board went into budget session. Bradley moved to approve the final budget for 2019/2020 fiscal year, Anton seconds, motion carries. McCormick will submit the final budget to the Wyoming Secretary of State, the JC Commissioners Office, and the Buffalo Bulletin for publication.

Business Meeting Adjourned: Adjourned at 3:52 pm
Next meeting will be: September 10, 2019 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
August 13, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Cathy Bradley, Jake Kennedy, Jill Smith, Sylvia Bruner, Susan Moyes, Mike Madden, Claudia Todd, Mike Knebel, Shaynie McRae, Jennifer McCormick.

Call to Order: Henry called the meeting to order at 3:00 pm.

Approve:

- May Meeting Minutes – Bradley motions to accept the May meeting minutes. Anton seconds the motion. Motion carries.
- Treasurer’s Report – Bradley presents the August Treasurer’s report.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- August Bills – Bradley reviewed the bills for the board. Smith motions to approve the bills for August, Kennedy seconds the motion. Motion carries.

New Business:

- Billboard I-90 West: McCormick stated to the board that she is working on getting estimates on replacing the vinyl wrap on the billboard. The current wrap is sagging and falling off the board. Estimates to be presented at the next meeting. The board was presented with the design that will be placed on the billboard.
- Budget Submission to the State of Wyoming: McCormick stated that the JCTA FY 2019/2020 budget has been submitted to the State of Wyoming and approved by their office.
- Banner Billboard/Fort Phil Kearny: Marchel Kelley has been working with Misty Stoll of Fort Phil Kearny and Michael Knebel on the repairs for the Fort Phil Kearney billboard. Kelley will be paid half of the proposed amount for repairs up front. The balance of the invoice/proposal will be paid when the billboard is finished.
- Mike Madden – 2% Lodging Tax Increase: Madden came in to discuss the proposed lodging tax increase with the JCTA board. Madden presented reasons why the lodging tax increase from 2% to 4% could succeed on the ballot, and lodging tax percentages from other counties around the state. The board decided to have Madden head up the PAC Committee to educate the community on why the lodging tax increase would benefit Johnson County. Board will bring in their ‘wish lists’ regarding what could be done with the extra funds for the October board meeting. Board is in favor of attempting to get the lodging tax for Johnson County raised from 2% to 4%, except for Moyes who is in favor of a 3% total lodging tax.
- Good Sam: Anton spoke with the board about a proposal he received for online marketing for the JCTA. McCormick will speak with Good Sam about more details regarding the proposed programs.
- Marketing Update: The board had asked Knebel for details regarding marketing done over the summer on behalf of the JCTA. Knebel went over some items with the board. Smith interrupted and said the items being presented were not what the board had asked for. Knebel was asked by the board to have numbers from the website available for the board at the October meeting to include, website analytics. Knebel said he would have those numbers ready to present at the October JCTA board meeting.

Business Meeting Adjourned: Adjourned at 4:50 pm
Next meeting will be: October 8, 2019 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
September 10, 2019
Buffalo Chamber - Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Cathy Bradley, Jake Kennedy, Jill Smith, Sylvia Bruner, Susan Moyes, Mike Madden, Claudia Todd, Mike Knebel, Shaynie McRae, Jennifer McCormick.

Call to Order: Henry called the meeting to order at 3:00 pm.

Approve:

- May Meeting Minutes – Bradley motions to accept the May meeting minutes. Anton seconds the motion. Motion carries.
- Treasurer’s Report – Bradley presents the August Treasurer’s report.
- Smith motions to accept the treasurer’s report, as presented, Anton seconds the motion. Motion carries.
- August Bills – Bradley reviewed the bills for the board. Smith motions to approve the bills for August, Kennedy seconds the motion. Motion carries.

New Business:

- Billboard I-90 West: McCormick stated to the board that she is working on getting estimates on replacing the vinyl wrap on the billboard. The current wrap is sagging and falling off the board. Estimates to be presented at the next meeting. The board was presented with the design that will be placed on the billboard.
- Budget Submission to the State of Wyoming: McCormick stated that the JCTA FY 2019/2020 budget has been submitted to the State of Wyoming and approved by their office.
- Banner Billboard/Fort Phil Kearny: Marchel Kelley has been working with Misty Stoll of Fort Phil Kearny and Michael Knebel on the repairs for the Fort Phil Kearney billboard. Kelley will be paid half of the proposed amount for repairs up front. The balance of the invoice/proposal will be paid when the billboard is finished.
- Mike Madden – 2% Lodging Tax Increase: Madden came in to discuss the proposed lodging tax increase with the JCTA board. Madden presented reasons why the lodging tax increase from 2% to 4% could succeed on the ballot, and lodging tax percentages from other counties around the state. The board decided to have Madden head up the PAC Committee to educate the community on why the lodging tax increase would benefit Johnson County. Board will bring in their ‘wish lists’ regarding what could be done with the extra funds for the October board meeting. Board is in favor of attempting to get the lodging tax for Johnson County raised from 2% to 4%, except for Moyes who is in favor of a 3% total lodging tax.
- Good Sam: Anton spoke with the board about a proposal he received for online marketing for the JCTA. McCormick will speak with Good Sam about more details regarding the proposed programs.
- Marketing Update: The board had asked Knebel for details regarding marketing done over the summer on behalf of the JCTA. Knebel went over some items with the board. Smith interrupted and said the items being presented were not what the board had asked for. Knebel was asked by the board to have numbers from the website available for the board at the October meeting to include, website analytics. Knebel said he would have those numbers ready to present at the October JCTA board meeting.

Business Meeting Adjourned: Adjourned at 4:50 pm
Next meeting will be: October 8, 2019 at 3:00 pm.
Respectfully Submitted: Jennifer McCormick

Johnson County Tourism Association
Board Meeting Minutes
October 8, 2019
Buffalo Chamber – Downstairs Conference Room

Attending Board Members: Jim Henry, Harold Anton, Jake Kennedy, Jill Smith, Sylvia Bruner, Clay Miller

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

Approve:

- September Meeting Minutes – Miller made a motion to approve September meeting minutes, Anton seconds. Motion carries.
- Treasurer's Report - Henry presented the treasurer's report (\$114,494.04). Miller made a motion to accept the treasurer's report, Bruner seconds. Motion carries.
- October Bills - \$3,395.68

Old Business:

Banner (Wrap) Billboard was tabled due to the need for more information.

New Business:

- Accounting for JCTA – chamber is unable to conduct our administrative duties at this time. Jennifer McCormick submitted a Professional Services Agreement. After discussion it was decided we would gather more information on what the position entails.
- Online Presence for JCTA – After discussion it was decided JCTA didn't need a separate online presence and Smith was going to see how complete existing site is.
- Lodging Tax Lobby – Tabled

Business Meeting Adjourned: Adjourned at 3:52 pm

Next meeting Date: October 12, 2019

Respectfully Submitted: Jake Kennedy

Johnson County Tourism Association
Board Meeting Minutes
November 12, 2019
Buffalo Chamber – Downstairs Conference Room

Attending Board Members: Susan Moyes, Jill Smith, Clay Miller, Jim Henry, Harold Anton, Sylvia Bruner, Jennifer McCormick (admin), Jeremiah Wolski (Chamber Board), Michele Wagner (Chamber Board), and Mike Knebel (guest).

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

Approve:

- October Meeting Minutes – Miller made a motion to approve September meeting minutes. Moyes seconds. Motion carries.
- Treasurer's Report - Henry presented the treasurer's report. Smith made a motion to accept the treasurer's report, Moyes seconds. Motion carries.
- October Bills – Moyes motions to approve the October bills. Miller seconds. Motion carries.
- Contract with Jennifer McCormick – smith stated she would like the board to investigate more options. Smith would like for the contract to be voted on for the period through January 1. Henry feels a contract through January 1 would not make sense as that is the time when the board is beginning to get busy with marketing proposals from outside sources, community grants, budgeting, etc. Smith and Bruner feels there should be a better job description for the administrative position. Henry called for a vote for approval on the contract presented by McCormick for administrative services for JCTA. Members voting to approve: Moyes, Miller, Anton, and Henry. Members voting not to approve: Smith and Bruner. Contract was approved. Bruner requested an Ad Hoc committee to continue to investigate further options. Committee was formed. Committee members are Bruner, Smith, and Henry. Jake Kennedy will also be asked to join.

Old Business:

- McCormick will followup on the progress of the billboard wrap on the Mr. R's property and report at next meeting.
- Fort Phil Kearny Billboard – McCormick has reached out to Marchel Kelley and has not received a response. She will continue to attempt to follow up with Kelley regarding progress on the billboard.
- Online Presence – Discussion took place among the board members regarding the online presence of the JCTA. Smith will begin working on a press release regarding the function of the JCTA. A monthly press release was discussed.
- Lodging Tax – Ballot for 2020 – Smith will request from McCormick information Smith will need to put together materials on the purpose for the lodging tax and why it is important to the community.

New Business:

- Marketing – Mike Knebel – Knebel made presentation to the board. This issue was tabled for the foreseeable future. Smith feels JCTA needs an RFP before proceeding.
- Bruner presented materials to the JCTA board members for review and discussion at the

December 3rd workshop meeting of the board.

Business Meeting Adjourned: Adjourned at 4:29 pm

Next meeting Date: December 10, 2019

Respectfully Submitted: Jennifer McCormick