

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

Meeting Minutes Tuesday, April 13, 2021

Attendance: Chairperson Jill Smith, Treasurer Cathy Bradley, Secretary Jennifer McCormick, Harold Anton, Dave Stallwood, Susan Moyes (via telephone), Laurel Foster, Cole Burnham, and Dave Stallwood. Guest: Jeanie Briscoe of JHL Creative.

Meeting was called to order by Chairperson Smith at 3:04pm.

Bradley motions to accept the March meeting minutes as presented. Anton seconds the motion. Motion carries.

Treasurer's Report: Chanda Rule was scheduled to attend the meeting to go through the chamber billing with the board. Personal reasons forced Rule not to be able to attend the meeting. JCTA board discussed putting off approving the chamber billing until Rule is available to explain the billing to the board. Bradley presented the remainder of the Treasurer's Report. Bradley also went through the bills for the month of April for the board. McCormick motioned to approve the April Treasurer's report and the April bills except for the chamber billing until Rule is available to go over the bill with the board. Stallwood seconds the motion. Motion carries.

(At this point in the meeting McCormick exits. Foster assumes the role of recording the minutes for the remainder of the meeting.)

This portion of the minutes respectfully submitted by Jennifer McCormick.

**Johnson County Tourism Association/Lodging Tax Joint Powers Board Meeting Minutes (last half after Jennifer left)**

Tuesday, April 13<sup>th</sup> 2021 at 3:00 p.m. at the Bomber Mountain Civic Center

In attendance: Chairperson Jill Smith, Treasurer Cathy Bradley, Harold Anton, Susan Moyes (via telephone), Laurel Foster, Dave Stallwood, and Jen McCormick Guest: Jeanie Brisco of JHL Creative

**Presentation:** Jeanie Brisco presented a marketing proposal from Madden. The proposal was distributed to board members present, and Jeanie also provided a quote for her portion of the total work. The total cost is \$15,000 for the year. Jill mentioned that it is good to involve Jeanie on the monthly maintenance of our marketing sites and efforts to avoid lack of execution, which can sometimes happen with a company. Jeanie would charge up to \$1,200 per month and any unused time would rollover into the next month. It was proposed that Jeanie ask about quarterly billing based also to make sure we are not paying everything up front.

**Old Business:**

Billboard update by Harold- signing are being made at this time by Kammie for the green highway signs.

JOCO Collaboration- JOCO, City, and JCTA are collaborating together for an overall strategic tourism development effort which will also include economic development. The JOCO board for example will be taking over the Historic Buffalo website in order to farm off of it. Various members of the groups will be meeting after the BEST findings to nail down the collaboration in more detail.

**New Business:**

This summer since per our bylaws we do not hold official meetings so any meetings that are needed will be by private workshops if needed. Some workshops may be needed due to the BEST results.

Jill will draft an end of year report to submit to the paper. This will allow us to better inform the public about the good work that is being done by JCTA on behalf of the community.

May Budget meeting will be on Monday, May 10<sup>th</sup> at 2:00 in the band room. Chanda will attend.

Overview of Wednesday's BEST workshop: tomorrow at 9:00 am until 1:00 pm. Lunch will be ordered in from Sagewood. Tomorrow is a review of the BEST survey results, and we will receive later a written strategic plan to guide JCTA going forward.

The meeting was adjourned at 4:25 p.m.

Next meeting: 5/10/2021 – 2:00 p.m. at the Bomber Mountain Civic Center.

Minutes respectfully submitted by Laurel Foster.

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

Meeting Minutes Tuesday, June 8, 2021

Attendance: Chairperson Jill Smith, Treasurer Cathy Bradley, Secretary Jennifer McCormick, Harold Anton, Laurel Foster, JCTA bookkeeper Chanda Rule, JCTA administrator Claudia Todd.  
Guests: Buffalo Chamber of Commerce Meseret Tegnu, Chris Harmon, and Jeremy Martin.

Meeting was called to order by Chairperson Smith at 2:01pm.

Bradley motions to accept the March meeting minutes as presented. Foster seconds the motion. Motion carries.

Treasurer's Report: Bradley went through the financial report and listed the monthly bills for the board. Foster moves to accept the financial report and the bills as presented. Anton seconds. Motion carries.

Chamber Billing: Smith stated she was approached by the chamber regarding proposed funding for the visitor center for the visitor center for summer of 2021. The chamber will be presenting their proposal for funding. Smith said she once again reminded the chamber that JCTA has a check waiting to be picked up by the chamber. Smith reminded the chamber that all tourism requests (leads) should be forwarded to Claudia Todd for digital information to be sent to the prospective visitors.

Chamber Billboard Permits: Anton attended a chamber of commerce board meeting. He informed the chamber board members know that work has begun on their permitted billboards and that the money has been spent, before JCTA was contacted by the chamber, and work will continue. Anton stated to the chamber board that they are asking for funding the JCTA board cannot legally give them, and not accepting the funding that JCTA can provide. The JCTA board discussed the billboards. The main concern among the JCTA board members is that if the Chamber of Commerce is not viable the billboard permits held by the chamber will be lost. Anton and Todd will continue to work with the chamber of the billboards. Anton said there would be a bit of a delay as he is relocating in town and needs time to move.

Wyoming BEST Program: Smith went over the findings of the tourism study for the board members who could not attend the workshop.

Smith and Anton stated they have met with Rick Myers and Mark Smith of JOCO First. The intention of the JOCO board and the JCTA board is to support each other in their initiatives on the ballot when they come up for a vote.

Summer Workshops: JCTA board will be planning workshops during the summer months.

Buffalo Events: Todd updated the board on the events being planned by the Buffalo Events group. Todd also stated Jeanie Briscoe is working on a new city/county map with points of interest on the map. JOCO First is also developing a new community calendar. Discover Historic Buffalo has turned over their website, [buffalowyoing.com](http://buffalowyoing.com), to JOCO first. Discover Historic Buffalo was an advertising co-op managed by a committee of local business owners and an administrative worker. (Most current committee members were Margaret Fraley, Sandy and Dave Todd, Linda Dunn, Rob and Lisa Yingling with administrative services provided by Jennifer McCormick and Lisa Yingling.)

Tegnu presented a proposal for funding on behalf of the Buffalo Chamber of Commerce.

Rule presented a detailed annual financial report for the board that has or additional information necessary for the board to put together their annual budget. Smith prefers the budget not contain any 'miscellaneous' categories. Rule and the board set new categories to simplify the financials. Rule went over the proposed budget form to, ultimately, be filed with the Wyoming Secretary of State's Office.

1-800 #: Board discussed and decided not to renew the 1-800 tourism number. Board feels most travelers get their travel information online and the phone number is no longer necessary.

Budget Fiscal Year 2021/22: Board set their preliminary budget for fiscal year 2021/22. Anton motioned to approve the preliminary budget for fiscal year 2021/22. McCormick seconds. Motion carries.

Meeting adjourned at 5:05pm.

Meeting minutes respectfully submitted by: Jennifer McCormick

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

Workshop Minutes Tuesday, June 29, 2021

Attendance: Chairperson Jill Smith, Secretary Jennifer McCormick, Harold Anton, Laurel Foster, Cole Burnham, JCTA bookkeeper Chanda Rule, JCTA administrator Claudia Todd.

Meeting was called to order by Chairperson Smith at 12:03pm.

McCormick moves to accept the 2021/22 Fiscal Year budget with the addition of \$63,451 in cares funds and moving \$6,000 from the Buffalo Chamber of Commerce line item to JCTA Projects. Burnham seconds. Motion carries.

Stallwood made the motion to ask Buffalo Chamber of Commerce to return the \$6,000 in visitor center funding and \$4,000 in Pathfinder funding from the JCTA board. McCormick seconds. Motion carries (Foster opposed the motion). Stallwood will be drafting a letter and contracting an attorney.

Smith went over the June bills for the board. McCormick moved to pay the June bills with the exception of Madden Media (question about if the bill is paid directly by JHL Creative), Buffalo Chamber of Commerce, and Buffalo Bulletin for the Vista (need to make sure the bill is being paid in the correct fiscal year). Anton seconds. Motion carries.

Meeting adjourned at 12:35pm.

Meeting minutes respectfully submitted by: Jennifer McCormick

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

Meeting Minutes Tuesday, September 14, 2021

Attendance: Chairperson Jill Smith, Treasurer Cathy Bradley, Secretary Jennifer McCormick, Harold Anton, Laurel Foster, Cole Burnham, Susan Moyes, David Stallwood, Jeanie Briscoe of JHL Creative, and JOCO Representative Claudia Todd.

Meeting was called to order by Chairperson Smith at 3:01 pm.

May Meeting Minutes: Anton moved to approve the May meeting minutes as presented. Bradley seconds. Motion carries.

Treasurer's Report: Bradley went through the financial report and listed the monthly bills for the board. Foster moves to accept the financial report and the bills as presented. McCormick seconds. Motion carries.

**Core:**

- Billboard/Anton (bubbles/hold payment): Anton feels the designer should be paid and that the bubbles will work their way out of the vinyl wrap. Smith feels someone should drive by the billboard to check that the bubbles are dissipating. Kerry's husband Heath will drive by and check on the condition of the wrap. Anton reiterated that he would like to pay the bill. Moyes and Stallwood would like to wait. Board decision is to wait until next meeting to pay the bill.
- Billboards and JOCO update/Todd: Todd informed the board that she has checked all the billboard permits owned by JCTA. She entered the information into a spreadsheet and has revised and updated the JCTA billboard binder. All information is currently correct.
- Wyoming Travel Guide ad: Smith and Todd updated the board on the ad placed in the Wyoming Travel Guide published by Wyoming Office of Tourism. Board saw the magazine with the ad placed.
- Grants/Todd: Todd is taking on the revision of the JCTA Community Grant program. Smith asked for a board volunteer to assist Todd in this project. McCormick volunteered. Todd and McCormick will meet to discuss and get the project started. They will report back at the next meeting (October 12).

- Jeanie Briscoe/JHL Creative: Briscoe reviewed for the board the progress made on JCTA social media and website. She is working on a newsletter for JCTA and will update at future meetings.
- Collaborative Committee/Buffalo Chamber of Commerce and JOCO First: Smith asked for a board member volunteer to meet with JOCO First and the Chamber about collaborative efforts between the three organizations. Moyes volunteered to meet with the other organizations and will report at the next JCTA board meeting (October 12).

**Best:**

- Smith went through the marketing plan review and suggested board priorities for the board.
- Foster/Burnham BEST Committee: Foster and Burnam gave an update on their committee and will provide further updates at future meetings.
- Branding RFP: Smith let the board know that the Branding Request for Proposal has been submitted to My Bonnie Studios in Sheridan for review by the company.
- Quarterly Informational Ads Buffalo Bulletin: Smith reviewed plans for quarterly ads in the Buffalo Bulletin. The board feels these ads will be helpful in conveying information to the public about the mission of the JCTA and the projects implemented by JCTA on behalf of county tourism.

**Core:**

- Booklet Update and Printing: Board reviewed the new brochure design. Anton has concerns the booklet won't fit in the standard brochure display. Todd will check with Uline products for a small, clear brochure holder for the booklets/brochures.
- Madden Contract (SEO and Photo/Video Library): Smith went over the details of the Madden contract with the board. A photo shoot will be scheduled with professional models to build the photo/video library for JCTA marketing purposes.
- Retainer for JHL Creative: Smith explained the retainer would be \$1200 monthly for JHL Creative services and the funding will come from the CARES funds as had been discussed by the board earlier in the year.

Meeting adjourned at 5:01pm.

Meeting minutes respectfully submitted by:

Jennifer McCormick

JCTA Board Secretary

Johnson County Tourism Association/Lodging Tax Joint Powers Board

Bomber Mountain Civic Center

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Meeting adjourned at 5:01pm.

Meeting minutes respectfully submitted by:

Jennifer McCormick

JCTA Board Secretary

Johnson County Tourism Association  
October 19, 2021  
3:00 pm  
Bomber Mountain Civic Center

Attendees: Jill Smith, Clay Miller, Cole Burnham, Cathy Bradley, Laurel Foster, Jennifer McCormick, Claudia Todd (JOCO), Kerri (JOCO), Jenea Neeson (My Bonnie), and Jeanie Briscoe (JHL Creative).

Meeting is called to order at 3:02pm.

Jenea Neeson presented progress and ideas for Johnson County branding campaign. She presented 3 campaign ideas to the board.

\*Concept 1: Johnson County – Every Map Needs a Legend

\*Concept 2: This is Johnson County – See Yourself Out

\*Concept 3: Johnson County – When In Roam, Roam Like the Locals

Board chose the tagline from concept #3 and the fonts from concept #1. Jenea will flash out the idea to present at the next board meeting on November 9<sup>th</sup>.

**September Minutes:** Foster motioned to accept the September minutes as presented, Miller seconded, motion carried.

**October Bills:** Board discussed payment for the billboard wrap replacement that was hung with bubbles in the product (large sticker type wrap). Kerry said that Heath had gone out and looked at the billboard. The bubbles are dissipating some but not gone completely, and there are large creases in the wrap. Board decided to hold the vendor's payment check and ask that Anton contact the vendor for a 20% price reduction for the wraps. Miller made the motion to accept and pay the bills as presented except for the check for the abovementioned billboard wrap. This check will be held until an agreement is reached with the vendor. McCormick seconded the motion. Motion carried.

**October Financials:** Bradley presented her financial report to the board. Foster motioned to accept the financial report as presented. Burnham seconded the motion. Motion carried.

**Billboards:** Kerri with JOCO presented her report on current billboard permits held by JCTA. She has updated the Billboards binder also.

**Grants:** Todd stated she and McCormick have a plan in process and will report to the board at the November board meeting.

**Chamber Liaison:** Board discussed a replacement for Moyes as liaison to the Chamber and JOCO boards. Todd will fill in during the interim until a replacement is named.

**Yellowstone Journal:** Miller stated that Paradise Guest Ranch has been working with the Yellowstone Journal organization for 18 years and he is pleased with the results of this partnership. He said there are package deals available for a print and online bundle, and the publication/website have large distribution numbers. Board asked that Miller be the point person on this proposal. Miller will check on pricing and report back at the November board meeting. Todd will partner with Miller on this project.

**Tourism Summit:** Todd will be attending the Wyoming Tourism Summit in Sheridan, Oct 20-21 on behalf of the JCTA board and will be reporting on the summit at the November meeting.

**Familiarization Tour:** Todd detailed for the board the FAM tour that occurred on October 16<sup>th</sup>. The tour visited TA Ranch and Mountain Meadow Wool Mill among other stops that day.

**City/County Board Appointees:** Due to the death of Susan Moyes, JCTA board member, the board discussed options for placing a new board member for the remainder of Moyes' term. Moyes was a county appointee. Board feels there is a need for hotel representation on the board currently.

**RMI Advertising:** After discussion of the idea, board decided to place a full page ad in the upcoming RMI publication.

**2022 RMI Tourism Conference:** conference will be held in May 2022 in Fargo, North Dakota. McCormick volunteered to attend the conference with Todd.

**JCTA Paid Position:** Board feels they are to the point where a full-time staff member is needed to handle JCTA business affairs. Board members were asked to come to the next board meeting with 2 or 3 thoughts about employee responsibilities.

Meeting was adjourned at 4:35pm.

**JCTA Board Meeting**  
**Tuesday, November 9, 2021**  
**Bomber Mountain Civic Center**

**Attendance:** Jill Smith, Harold Anton, Cole Burnham, Laurel Foster, Clay Miller, Jennifer McCormick, Claudia Todd (JOCO First), Jeanie Briscoe (JHL Creative), and Jenae Neeson (My Bonnie).

Smith called the meeting to order at 3:00pm.

**Approval of October Meeting Minutes:** Burnham moved to approve the October meeting minutes as presented. Miller seconds. Motion carries.

**Current Financial Report and Monthly Bills:** Foster motioned to accept the financial report and monthly bills as presented. Anton seconds. Motion carries.

**CORE:**

- **Branding Review:** Neeson presented branding review and progress for the board. Neeson presented the board with three different color palettes for the board to consider. The board selected and Neeson will send an updated review for the board incorporating the chosen color palette for their consideration.
- **Billboards:** Anton feels confident the bubbles in the wraps will clear up on their own when the weather begins to warm up and the sun is warming the billboard faces. Anton made the motion to reverse the board decision in the October board meeting to hold the payment for the wraps and ask the supplier for a discount, and to release the check to the local vendor. Foster seconds. Motion carries.
- **Community Grant Program Application:** McCormick and Todd presented their progress on the revised grant application for the 2022 Community Grant Program. The board made several small changes to the submitted draft application. Todd will make the changes and resubmit at the December board meeting.
- **Yellowstone.com Presentation for Advertising:** David Krause presented to the board on behalf of Yellowstone.com. Board discussed advertising options provided by the company. Package #1, the board stated, would give Johnson County a larger presence with both print advertising in the magazine, online advertising, and map placement. McCormick motioned that the board allocate \$10,195.00 to advertising with Yellowstone.com. Miller seconds. Motion carries.
- **Moyes Replacement on the JCTA Board:** Claudia Todd has submitted a letter of interest and was told she will be confirmed to replace Susan Moyes on the JCTA Board.

**BEST:**

- Laurel/Cole BEST Committee: Nothing new to report.

**CARES:**

- Photo Shoot October 20/21: Briscoe states she has seen a sampling of the photos taken by the contracted photographer. She said the quality was not what she had hoped. Briscoe will review a larger sampling when the photos become available and report back to the board. Board shared that they are not averse to hiring a different photographer, if necessary.

**TOURISM CONFERENCE, SHERIDAN, WY:** Todd discussed tourism conference with the board.

**JCTA STAFFING/JOB DESCRIPTION:** The board feels it is time to hire a full-time support staff member to manage JCTA's day to day business. Smith asked for volunteers to form a hiring committee and write a job description for the position. Foster and McCormick volunteered and will report at the next JCTA meeting.

Smith adjourned meeting at 5:00pm.

Respectfully Submitted by Jennifer McCormick  
Next JCTA Meeting: November 14, 2021, 3:00pm  
Bomber Mountain Civic Center

**JCTA Board Meeting**  
**Tuesday, December 14, 2021**  
**Bomber Mountain Civic Center**

**Attendance:** Jill Smith, Harold Anton, Cole Burnham, Laurel Foster, Jennifer McCormick, Claudia Todd (JOCO First), Kerry Absetz (JOCO First), and Katie Giles (guest).

Smith called the meeting to order at 3:00pm.

**Approval of November Meeting Minutes:** Foster moved to approve the November meeting minutes as presented. Todd seconds. Motion carries.

**Current Financial Report and Monthly Bills:** McCormick motioned to accept the financial report and monthly bills as presented with the Lamar Outdoor Advertising check to be split into two checks as the board has two accounts. Foster seconds. Motion carries. Smith will get the Lamar check corrected with bookkeeper.

**BEST:**

- Foster presented update on responsibilities of potential JCTA employee. McCormick recused herself from the Hiring Committee.
- **Branding Rollout:** Smith informed the board that the draft of the final rollout is scheduled to be delivered on December 15<sup>th</sup>. She will update the board.
- **Web Phase 2 Committee Update:** JCTA website update is proceeding. Foster will continue to monitor and update the board accordingly.

**CORE:**

- **Potential Board Members:** Board discussed Stallwood board position. McCormick will approach Stallwood and confirm that a letter of resignation is necessary for his position to be filled. Todd will update the board of directors contact sheet. Katie Giles will submit a letter of interest to both the City of Buffalo and Johnson County Commissioners Office.
- Smith informed the board that she will be presenting a marketing update on behalf of JCTA to the City County and County Commissioners. These meeting are scheduled for December 21, 2021.
- Smith also informed the board of a potential presentation to the board of the Buffalo Chamber of Commerce. Todd and McCormick volunteered to present the update at the chamber of commerce board meeting.
- Todd reviewed the final changes to the Community Grant Program application for the board. Application will be sent to the newspaper for publication. Board discussed a

two round selection process and larger awards to fewer organizations. The board also discussed only funding events that fall during the 'off season'. This season is defined by the board as October through May. Anton made a motion to accept the final draft of the grant application. Bradley seconds. Motion carries.

- Todd updated the board on the JOCO/Chamber potential merger. JOCO has commissioned a study to see if a merger is feasible and what that will look like going forward, should the merger go forward.

**CARES:**

- Todd informed the board the 2022 tourism brochures have been submitted to the printer. Vendor billing is due December 17.

Smith asked Bradley if she could check into a credit card for JCTA through ANB Bank. Foster made a motion to procure a credit card for JCTA to pay for tourism packet postage and minimal JCTA expenses. Burnham seconds the motion. Motion carries. Bradley will report back at the January meeting.

Smith adjourned meeting at 4:33pm.

Respectfully Submitted by Jennifer McCormick  
Next JCTA Meeting: January 11, 2022, 3:00pm  
Bomber Mountain Civic Center