

Johnson County Tourism Association Board Meeting Minutes
February 21, 2023, 1:00 PM
ANB Bank Lower-level conference room

Present: Jon Cordonier, Jody Sauers, Harold Anton, Kristin de Galard, Admin Assist (Via Zoom: Laurel Foster, Cole Burnham, Kaitlin Giles, Anita Peoples). Guest Kerry Absetz from JoCo First.

The meeting was called to order by Jon at 1:00 pm.

Jon requested that we open the executive session immediately. Jon resigned his position as Board Chair due to other obligations. Jon motioned that Jody Sauers be elected to the Chair position. Laurel second. Motion passed.

Kaitlin motioned that the Board hold off on review and acceptance of January meeting minutes until March meeting. Cole second. Motion passed.

Motion by Kaitlin to approve financial report. Second Cole. Motion passed.

Jody presented information to Board on rates for six-month CDs at local banks. Discussion included how much to invest and from which accounts as well as looking into a one-year CD instead of six-month. More research to address these possibilities will be done and reported to the Board at March meeting.

Jody reported that she has received approval from the Johnson County Commissioners to utilize remaining funds from the 2022 1% funds to pay employees at the Buffalo Chamber of Commerce who will work at the downtown visitor center on evenings and weekends when coverage is needed April thru June.

Jody is readying the JCTA's application for 1% funds. Total amount to be requested will be \$20,510.00. Kaitlin made the motion to approve of the amount and submit the application. Laurel second. Motion passed.

Jody presented the Wyoming Office of Tourism's Destination Development Program for grant monies which may requested and utilized by the Board. Laurel made a motion to go forward with application. Jon second. Motion passed.

Jody reported to the Board on four options, with preliminary pricing, for office rental space, pricing for cell phone and computer. The board agreed that the space located at 5 North Lobban Avenue would be their first choice. Discussion was had about whether to purchase a laptop or a desktop computer for the office primarily due to concerns regarding space and usage. Jody will provide additional pricing for desktop computer and printer, as well as cost of installing internet in the office. Jody will request a lease agreement from building owner with details on term of lease.

The JCTA Community Grant application process is under way. Applications have been received and follow up with previous grant recipients has been done, encouraging them to apply. Presentation by applicants will occur on March 8th beginning at 10:00 AM at the meeting room in the basement at ANB Bank. Each applicant will be given ten minutes to present. Kaitlin made a motion that the Board set the monies to be awarded at \$30,000. Second by Laurel. Motion passed.

Jody decided to table discussion of Strategic Plan, due to time restrictions. All board members are to receive copies of the current strategic plan for their review and discussion during the March board meeting.

Marketing plans were discussed; however, it was determined that the Board needs much more time to share ideas and determine focus of JCTA direction for website and advertising. The Board decided to plan a working session at the TA Ranch on Monday March 27th from 9:00 – 3:00.

A committee to collect information on content, leases and condition of currently owned billboards was formed. Anita will chair and receive help from the Administrative Assistant.

The next Board meeting is Tuesday, March 21st at 1:00 PM at ANB Bank

With no further business, the meeting was adjourned at 3:00 pm.

Respectfully submitted by Kristin de Galard, Administrative Assistant