

January Board Meeting  
January 17, 2023, 1:00 pm  
ANB Bank Lower-level conference room

Present: Jon Cordonier, Jody Sauers, Laurel Foster, Kaitlin Giles, Harold Anton

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

November meeting minutes review. Jody moved to approve meeting minutes, Laurel second. Motion approved.

Monthly financial reports were reviewed. Need to look at discretionary money not earning interest and make decisions there regarding accounts to invest and earnings. Will tackle once have more information for February JCTA meeting.

City of Buffalo taking out \$8,755.57 for City maintenance due to increased tourism. JCTA will ask for an itemized receipt and accounting for how those funds are applied.

Looking at tourism trends in JCTA collections. Collections drop down in the fall and winter. However, this year looking at lower revenue by 13-14 thousand this year in October, November, and December. Average yearly revenue for the JCTA is \$189,000 dollars but in 2021 and 2022 there was an increase to an average of \$230,000 dollars due to increase in travel trends to rural locations.

This means with reduction in collections for certain seasons the JCTA will focus on marketing for spring, fall and winter. JCTA will continue to analyze tourism trends and ensure that these are published in meeting minutes.

Discussion on ballot for increasing JCTA funds through higher taxation. 2024 opportunity for 2% revenue legislation addition to 4% revenue tax. Opposing opinions on board regarding increasing taxes will require further discussion and analytics of how JCTA money is being spent and if there are correlations on the effectiveness of those dollars spent.

Visitation from Councilman Mike Madden. Proposal from Commissioners and City Council to reduce board members on the JCTA and needing to hire administrative personnel. Current bylaws require 9 members. Cole moved to make a deadline of 6 months to increase recruitment and if unsuccessful will look at changing bylaws to reduce members. Laurel second, Motion approved.

Current Board Member recruitment is up. Kaitlin Giles, Anita Peoples have applied and waiting appointments. Brian Whitlock is also considering an appointment.

Anita Peoples, Brian Whitlock and Kaitlin Giles attended the January Board Meeting.

Status update on Governor's Conference in Cheyenne on January 29<sup>th</sup>, 30<sup>th</sup>, and 31<sup>st</sup>. Jody Sauers will attend. Attendance is necessary for \$80,000 grant from WYDOT. Jody will send out a report to board members regarding the informational details of the conference. There will be another conference in the fall that a member of the JCTA must attend as well for the grant. Deadline is March 1<sup>st</sup>, 2023, to submit grant. The Board will discuss details at the February meeting.

JCTA will put out an advertisement regarding needing an administrative position. The board currently has a potential candidate, Kristen de Galard. Kristen introduced herself at the January board meeting, her resume was previously circulated to board members. If JCTA does not receive any candidates for the administrative position, after reasonable time, the board will move to hire Kristen.

Social Media Request for Proposal (RFP) completed. Have a potential candidate interested but may need more discussion about the roles in current RFP. Too many responsibilities in one position, may need to separate photography and social media marketing.

There are currently three separate proposals for marketing for JCTA, one proposal from JHL, RMI and Madden Media. Jon will send out the proposals for review and will discuss at the February meeting. Looking at grants to offset the cost of fixing website and other issues.

JCTA is looking at Board Partnerships as a part of a strategic plan for increasing efficiency of tourism and marketing for Johnson County. Each board member agreed to visit or attend external board meetings. JCTA will not engage at the board meetings, only to observe and upon request offer support and services.

Chamber of Commerce – 3<sup>rd</sup> Wednesday at 7:30 am (Jody Sauers)  
JOCO First – 2<sup>nd</sup> Wednesday at 8 am (Jody, Anita)  
Buffalo Trails Board – (Cole)  
Kaycee Organizations and Chamber – (Laurel)  
JOCO Fairgrounds Board – (Kaitlin)  
Buffalo City Council – Executive Board  
JOCO County Commissioners – 9 am on Tuesday - Executive Board

Jody is requesting the remaining 1% funds for the Chamber to use for weekends and evenings at downtown visitor's center May & June 2023 from the City & County.

Proposed Lease – office space at the chamber leases out the space. 150 sq ft office space 1.25 per square foot \$250 dollars per month. Amenities, conference room downstairs, bathrooms, may need own phone line for JCTA but do have a system. No utilities, get all copies. Motion made by Jon, Cole second, Motion approved by Board.

For the Visitor Center the JCTA will pay Chamber \$100 per month for the building, get 1% money to pay for the operations but would need contingency on the maintenance (maintenance included in 1% money). Refrigerator and Air Conditioner, etc. need to develop lease agreement. Motion made by Laurel, Jody Second, Motion approved by Board.

The JCTA will have a 2023 grant meeting for business and other groups seeking funds for marketing for events, etc. for Johnson County. Meeting will be held on March 8<sup>th</sup>, 2023, at ANB bank.

Marketing Plan for 2023 includes quarterly marketing calendar that will have strategic plans for Ad agency, social media and website. JCTA must meet as a subcommittee to discuss marketing plans further and present to the entire board.

JCTA has WOT Co-op opportunities with Cowboy Channel, Trip Advisor and Miles Partnership. Jon will send the details via email to board members so the Board may make decisions regarding partnerships at February meeting.

Tasks assigned to be completed prior to next meeting.

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

Respectfully submitted by Kaitlin Giles