

Johnson County Tourism Association Board Meeting Minutes
June 13, 2023, 9:00 AM
Via Zoom

Present: Jody Sauers, Anita Peoples, Laurel Foster, Adam Todd, Kristin de Galard, Administrative Assistant

Absent: Brian Whitlock, Kaitlin Giles

Excused: Jennifer McCormick

Guests: Taylor Lawsen, Mike Madden, Brianna Buckingham

The meeting was called to order by Jody at 9:04 AM.

Motion by Laurel that the Board approve May meeting minutes. Anita, second. Motion passed.

Motion by Anita that the Board approve financial report. Laurel, second. Motion passed.

Motion by Laurel that Board approve report from Administrative Assistant. Adam, second. Motion passed.

Motion by Anita that Board approve the designation of a new line item in financial report for \$75,000 in Reserves. Laurel, second. Motion passed.

Jody reported that Andy Austin, who was hired by Madden Media, will be coming to Buffalo on August 9th and 10th to take additional photos. His visit has already been paid for previously by the JCTA. Kristin will assist the Board in helping him as he visits sites to take photos.

Jody reported that the Wyoming Office of Tourism has asked the JCTA to host a group of 13 tour operators from Scandinavia for a day and evening in Buffalo and surrounding area on October 3, 2023. Jody has reserved 13 rooms at The Occidental for this group and other tours will be organized soon.

Jody reported that the Wyoming Office of Tourism has requested that the JCTA host a group of 35 to 45 motor coach tour operators, primarily seniors, in Buffalo for a familiarization trip on July 31st 2023. Jody is waiting for final confirmation on this from WOT at which time she will contact hotels in our city that can accommodate this group and organize additional tours of our area.

Jody asked the Board to consider attending the Wyoming Hospitality & Travel Coalition Golf Classic at the Jackson Hole Golf & Tennis Club in Jackson on Friday, September 22, 2023. Jody asked the Board to consider attending Fall Hospitality & Tourism Summit October 25 - 27, 2023 at Yellowstone National Park.

Discussion by the Board regarding approval of proofs for new vinyl on four billboards, under contract with Lamar. Three of the four were approved and the Board has asked Jody to consider another photo for the fourth. Two additional billboards, leased by YESCO will be changed with new vinyl, however, the proofs have not been received as of the meeting date.

Jody asked that Board members create a committee to research creating a new brochure to be available for the 2024 travel season.

Discussion was had regarding utilizing the \$500 per month, as designated in the budget, to hire a photographer to take photos of areas in Buffalo and Johnson County for which the Board does not have acceptable photos. The photos will be utilized in future marketing projects. It was suggested that we contact Lanna Wing, who recently taught a photography class at Sheridan College. She may have some suggestions of students who would be interested in this opportunity. Adam indicated that JOCO First recently hired a professional photographer to take photos of Buffalo. Possibly, the photos could be offered to the JCTA.

Adam suggested he knows of a few other photographers who may be interested in taking photos. Jody suggested they contact Kristin. Adam also suggested a photo contest with a calendar published at the end of the year. Jody said she would like a Board member to take the lead on this project.

Discussion was had regarding purchasing a six seat Personal Transportation Vehicle (street legal) in order to assist visitors with getting to/from events and their accommodations in Buffalo. Jody has discussed this idea with several business owners and city/county officials, who support the idea. Kristin has researched costs for a vehicle – between \$13,000 - \$18,000. Brian is working on a quote for insurance of the vehicle if the JCTA purchases one. There is a possibility of renting one this summer from Hannah Golf Carts in Moorcroft. It was also suggested that the JCTA may want to partner with another organization initially to start a transportation business. Jody suggested a committee be formed to investigate alternative solutions to the need for better transportation options for visitors. Jody suggested that Marchel Kelly may be available to transport visitors around Buffalo. She will call her to get her thoughts on her interest/availability this summer.

Kristin has been researching information on all of the sculptures and murals in Buffalo and Kaycee. The plan is to create a QR code that can be located near each work of art to inform visitors and locals about each.

Jody asked the Board to reach out to possible people interested in joining our Board. We are seeking two more Board members – one appointed by the City and one by Johnson County.

The JCTA will hold a public budget meeting on Tuesday June 20th at 3:00 PM in the Fraley Room at the Johnson County Library.

The next Board meeting is Tuesday, July 11th at 9:00 AM via ZOOM.

With no further business, the meeting was adjourned at 10:11 AM.

Respectfully submitted by Kristin de Galard, Administrative Assistant