

Johnson County Tourism Association Board Meeting Minutes
May 16, 2023, 1:00 PM
ANB Bank Lower-level conference room

Present: Jody Sauers, Kaitlin Giles, Anita Peoples, Brian Whitlock, Laurel Foster, Harold Anton, Jennifer McCormick, Kristin de Galard, Administrative Assistant.

Guests: Taylor Lawsen, Kerry Absetz, Nikki Yeigh

The meeting was called to order by Jody at 1:00 PM.

Motion by Anita that the Board approve March meeting minutes. Kaitlin, second. Motion passed.

Motion by Laurel that the Board approve financial report. Second, Kaitlin. Motion passed.

Motion by Laurel that the Board approves the award of a grant of \$10,000 to the Buffalo Chamber of Commerce in order to pay employees at the Visitor Information Center on US Hwy 16. The proposed monies will be awarded, providing the Chamber opens their bathrooms in both Chamber owned facilities to the public and keeps a running account of visitor demographics. Second, Anita. Motion Passed.

Motion by Kaitlin to hire a Marketing Manager. Second, Anita. Motion passed.

Motion by Kaitlin to contract with Madden Media to create a new website. Second, Anita. Motion passed.

Motion by Brian to accept Administrative Assistant's monthly report of accomplishments. Second, Kaitlin. Motion passed.

Committee Report: Billboards. Anita has collected information from landowners regarding leases on which billboards stand. There are a few billboards located on property which she has not been able to contact owners. Anita will attend the Buffalo Chamber of Commerce Board meeting on Wednesday, May 17 to report her findings.

Jody discussed strategic planning – "Destination Next".

Committee Report: Wayfinding. Kaitlin is working with Keith at Rocking K to develop a sign which will have weather resistant QR codes. Multiple signs will eventually be located around the community to direct visitors to business, hotels, campgrounds, and other points of interest.

Motion by Anita to pay Madden Media to revise the JCTA website, where required. Funds dedicated to Special Projects will be utilized to pay for this. Second, Brian. Motion passed.

Motion by Laurel to schedule a photo shoot, as soon as possible, with Madden Media photographer, which has already been paid for. Second, Anita. Motion passed.

Motion by Brian to begin the process of proposing a lodging tax increase on the November 2024 ballot. Second, Kaitlin. Motion passed.

Motion by Kaitlin to begin the process of providing employee health benefits through Johnson County. Second, Anita. Motion passed.

Motion by Kaitlin to begin the process of providing retirement benefits to employees. Second, Laurel. Motion passed.

Jody is researching the possible purchase of golf cart(s) by the JCTA, to provide transportation to visitors.

Jody is researching the possibility of leasing space in a building on Main Street which could house small businesses who cater to visitors. It would also provide the JCTA with office space.

Motion by Kaitlin to approve and submit final budget for presentation to County Commissioners. Second, Anita. Motion passed.

Motion by Kaitlin to approve voting by email on pre-planned projects in the budget. Second by Laurel. Motion Passed.

Motion by Kaitlin to move the Board meeting to 9:00 AM on the second Tuesday of the months of June, July and August and to utilize ZOOM for the meetings for these three months. Second, Laurel. Meetings will move back to the third Tuesday of each month at 1:00 PM, starting in September of 2023. Kristin will submit this information monthly to the County and City for publication.

Jody discussed take aways from the Board Fundamentals seminar she attended on May 10th. In the future the agenda will include a "Consent Agenda". Board packets will be sent to Board members on Thursday, the week prior to Board meetings.

The next Board meeting is Tuesday, June 13th at 9:00 AM via ZOOM.

With no further business, the meeting was adjourned at 2:57 PM.

Respectfully submitted by Kristin de Galard, Administrative Assistant