

JCTA Board Meeting
November 15, 2022 @ 1:00 pm
ANB Bank lower-level conference room

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

The meeting was called to order at 1:16 by Jon.

October minutes were reviewed. Jon made the motion to approve previous minutes, Kaitlin second. Motion approved.

Monthly financial reports were reviewed. The monthly bank statements were opened at the meeting. Discussion ensued regarding discretionary money not earning interest while waiting to be appropriated by board. Money is currently held at ANB Bank. Jon and Jody agreed to look into other banks (i.e. First Northern, Bank of Buffalo, First Interest, etc.) for better interest rates for terms from 6 months to 1 year. Need to develop a budget in the upcoming year. Jody moved to approve financials and initiatives, Laurel second. Motion approved.

Next order of business included purchasing the Visitor Center from last meeting. Board bylaws limit JCTA on what can be done with the property if owned and not within the bandwidth of the Board. Jon moved to stay in a lease with the Visitor Center and create a written contract. Second by Kaitlin. Motion approved.

Board member status and recruitment is still priority. Board members all agreed to reach out to locals seeking to participate on the board.

Sub-committee updates:

On the Local Visitation, Jody Sauers still focusing on recruiting areas in the Fort Collins, Greeley, Rapid City and Denver area. Jody is looking to public radio including Wyoming public radio, Yellowstone Public Radio and South Dakota Public Radio.

On Kaycee Area, Laurel Foster is focusing on building strategic relationships and connections to promote tourism in the Kaycee area including developing historical trail society and targeted billboards.

Kaitlin focusing on social media marketing and website. Working on RFP for social media contracted work, website and potential videographer for new media content. Submitted bid for Rocky Mountain Holiday Tours which was respectfully declined.

Jon focusing on marketing and media distribution and development. Working on National Park Journal Yellowstone Addition which will send itineraries to individuals traveling to Yellowstone from the East Coast and Midwest that inclines them to stay in Buffalo.

Jon showed the list of marketing commitments for 2023. Further information needed to approve budget for billboards from Yesco and Lamar.

Jon and Jody will attend RMI as representatives of JCTA in Boise Idaho. Kaitlin moved to approve attendance. Laurel second. Motion approved.

Local grant applications will start at the beginning on the new year. Need a review of the form to include more targeted information based on mission and vision statement. Need local grants to show how they are gradually improving stays in Johnson County if returning for secondary or tertiary applications. Jody will work on new form. Jon moved to adapt application form. Kaitlin second. Motion approved.

Tasks assigned to be completed prior to next meeting: subcommittee progress by members, board recruitment, and other tasks that board members specified they would take on this meeting.

With no further business, the meeting was adjourned at 4:00 pm.

Respectfully submitted by Kaitlin Giles.