

JCTA Board Meeting Minutes
October 18, 2022 at 1:00pm

Present: Cole Burnham, Jon Cordonier, Jody Sauers, Laurel Foster, Kaitlin Giles. Visiting was _____ from the Chamber of Commerce and Keri, an employee of JOCO mid-way through the meeting.

The meeting was called to order at 1:03 pm by Jon.

The monthly financial reports were reviewed. The monthly bank statements were opened at the meeting. There being no questions, Jon made a motion to approve the reports and Cole seconded the motion. All approved.

Previously reviewed last month's meeting minutes were approved. Jody made the motion to approve and Laurel seconded. Motion approved.

What to do about discretionary money nor earning interest was discussed. Jody will work with Chanda to do something about this.

Visitor Center Stats from the past summer were reviewed. There were approximately 23 visitors per day from June through mid-September. Since stats were tracked using zip codes, times, etc. we will be able to adjust marketing as required. Expenses for the center were less than predicted as well, coming in under budget. The chamber asked if the board might consider buying the Visitor Center. Jon thought that might conflict with our bylaws but will check into it.

Board Member status and recruitment were discussed and new board member applicant Kaitlin Giles was welcomed. Since the county spots were full, her application has been sent to Julie at the city of Buffalo. Board members discussed other potential applicants that they have tried to recruit, and there are a few good prospective prospects.

Board member subcommittee progress was discussed. Jody explained how she will be pursuing regional marketing and Laurel explained how she will be working on community, specifically the Kaycee community.

Billboards were discussed. Jon has been talking with Yesco about a billboard and adding a QR code. Jon made a motion to keep with Yesco and change out seasonally. Jody approved. Motion approved.

The JCTA Website was discussed. It was felt that it still needs a lot of work, and Jon and Kaitlin will work together to work with the subcontractor to make the needed changes.

Tying into this conversation is the possibility of subcontracting out all of the JCTA marketing- print, social media, web, etc. Revising the current contract with our marketing subcontractor, JHL Creative, will be investigated as well as soliciting other marketing proposals or splitting out pieces of our marketing. Regardless of the subcontractor(s), the board will direct them in

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implementing JCTA goals, mission, vision, etc. JCTA will control the content and the sub will publish it as required.

Kaitlin has agreed to take two marketing proposals that we have received and integrate them into an RFP.

Claudia and Jon are planning on attending the RMI conference in Boise, ID in April.

Jody is going to contact Rhodes Scholars about their trips and how to get our area promoted there.

Tasks were assigned prior to the next meeting: Subcommittee progress by members, board recruitment, and other tasks that board members specified they would take on in this meeting.

The board conducted a mission and vision statement exercise and drafted a mission statement and a vision statement to be finalized at the next meeting.

With no further business, the meeting was adjourned at 4:15.

Respectfully submitted by Laurel Foster.