

**MEETING MINUTES**  
**KBJ ECONOMIC DEVELOPMENT JOINT POWERS BOARD**  
**63 North Burritt Ave., Buffalo, WY. 82834**  
**March 9, 2022@8:00AM**

**Members present:**

Rick Myers, Chair  
Zach Smith, Vice Chair  
Shann Edwards, Secretary  
Linda Greenough, By Proxy for Bill Novotny, Chair JCC  
Josh Keegan, Board Member  
Shane Schrader, Mayor of Buffalo

**Members absent:**

Crosby Taylor, Mayor of Kaycee

Staff Present: Claudia Todd, Kerry Absetz

**Guests:** Wendy Smith, VP Sheridan College; Scott Madsen, City Council; and Seth Taylor, Buffalo Bulletin reporter.

- I. **CALL TO ORDER AND INSTRUCTION:** 8:04 A.M. Chair Myers called meeting to order.
- II. **REVIEW/ACCEPT MEETING MINUTES:**

Review of January 12, 2022, meeting minutes. Z. Smith motion to accept, S. Schrader 2<sup>nd</sup>. Minutes were approved.

**III. Regular Business:**

Financial were reviewed by Chair Myers. S. Schrader motioned to accept financials, Z. Smith 2<sup>nd</sup>. The motion carried.

Preliminary budget for next fiscal year was reviewed. Z. Smith motioned to accept treasurers report, J. Keegan 2<sup>nd</sup>. Motion carried.

Staff report was delivered by C. Todd. Informed the board that Buffalo's Chamber of Commerce no longer has a Chair or Vice Chair. All calls and tourism request are now being forwarded to JOCO First's office. Orbis consulting is hosting a steering committee meeting on March 14<sup>th</sup>. Details of that will be presented at the next board meeting. A newly organized business network has come to JOCO for advice on how to get more businesses to join. The organization is called Buffalo Business Exchange, and their first meeting is March 15<sup>th</sup> in ANB Bank in Buffalo. Reviewing remodel costs to the east wing of BMCC, that is currently closed. A budget of repairs was presented by C. Todd. W. Smith verbally committed to \$8000 of funds towards the kitchen improvements as SCJC is looking to add cooking classes to the curriculum for the fall and wants to utilize that area of Bomber Mountain Civic Center. Talks are still underway with JCSD#1 and superintendent Auzqui to bring the high school students here for certified cooking courses. JOCO staffing issues were discussed. K. Absetz, currently a part time employee, is operating at capacity under the restrictive part time hours. It was discussed that it may be necessary to bring her to full time status. Especially with the new workload created by an absent Chamber. Chair Myers acknowledged that it may be necessary to employ more people. Asked that the staff put together a 12-month outlook. S. Edwards pushed to have the issue of full time resolved at this meeting,

but it was not. The board will continue to look at this issue and review the findings of the consulting firm and the 12-month workload before proceeding.

**IV. New Business:**

NONE

**V. PUBLIC COMMENT PERIOD:**

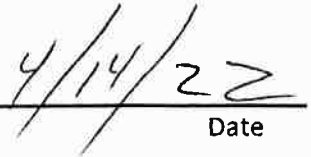
**VI. OTHER BUSINESS:**

- a. Next Regular Meeting Date April 13, 2022, at 8:00 A.M.

**AJOURN: 9:21 A.M.**

Contact Information: KBJ Economic Development (307) 620-2458

  
Rick Myers, Chair

  
Date

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Attested by: Board Member

Date

**MEETING MINUTES**  
**KBJ ECONOMIC DEVELOPMENT JOINT POWERS BOARD**  
**63 North Burritt Ave., Buffalo, WY. 82834**  
**May 11, 2022@8:00AM**

**Members present:**

Rick Myers, Chair  
Zach Smith, Vice Chair  
Shann Edwards, Secretary  
Bill Novotny, Chair JCC  
Josh Keegan, Board Member  
John DeMatteis, Board Member

**Members absent:**

Mary Plank, Board Member  
Crosby Taylor, Mayor of Kaycee  
Shane Schrader, Mayor of Buffalo

Staff Present: Claudia Todd, Kerry Absetz

**Guests:** Seth Taylor, Buffalo Bulletin reporter; J. Romanowski, Chamber Board; W. Smith SCJC

- I. **CALL TO ORDER AND INSTRUCTION:** 8:00 A.M. Chair Myers called meeting to order.
- II. **REVIEW/ACCEPT MEETING MINUTES:**

Review of April 14, 2022, meeting minutes. Adjustment to April's meeting mins to include new bank signers. Z. Smith motion to accept April meeting minutes with the changes, J. Dematteis 2<sup>nd</sup>.. Minutes approved.

**III.Regular Business:**

Financials reviewed by Chair Myers. Z. Smith motioned to accept financials, J. Dematteis 2<sup>nd</sup>. Motion carried.

Staff report was delivered by C. Todd updated the progress on the kitchen renovations in the east wing. A washer and dryer was purchased for \$200 to be installed in new kitchen on east wing. Induction oven are being priced out. Still waiting for MOU with JCSD#1. Two new tenants signed leases beginning for June. New rents received will be \$700 a month.

**IV.New Business:**

Chair Myers reviewed the results of the Orbis results of the report provided by them for JOCO and the Chamber. After some discussion it was decided that a workshop be arranged for the board and Lisa Johnson of Orbis to meet. That date is tentatively set for May 25, 2022. More questions will be provided to Orbis regarding concerns various board members brought up. They are being sent to them via email prior to the workshop.

9:09am motion to go into executive session to discuss JOCO First's employee issues. Z. Smith 1<sup>st</sup>. J. Dematteis 2<sup>nd</sup>, and motion carried.

9:29am Chair called regular session back to order. A brief discussion took place of bringing Ben Kirven in to discuss communications through emails.

**V. PUBLIC COMMENT PERIOD:**

**VI. OTHER BUSINESS:**

a. Next Regular Meeting Date June 8, 2022, at 8:00 A.M.

**AJOURN: 9:34 A.M. B. Novotny 1rst and J. Dematteis 2nd. Adjourned**

Contact Information: KBJ Economic Development (307) 620-2458

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Rick Myers, Chair

Date



6/8/2022

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Attested by: Board Member

Date

**Johnson County Tourism Association/Lodging Tax Joint Powers Board  
Meeting Minutes  
Tuesday, June 14, 2022**

Attendance: Treasurer Cathy Bradley, Jon Cordonier, Harold Anton, and Jody Sauers at Gigi's, and Laurel Foster via phone.

Meeting was called to order at 3:00 pm.

Cathy Bradley made a motion to nominate Jon Cordonier as Chairman of the Board. Jody Sauers seconded the motion. All approved.

Meeting was adjourned at 3:01 pm.

Meeting minutes respectfully submitted by: Laurel Foster

JCTA Board Meeting Minutes  
September 13, 2022 at 2:30pm

Present: Cole Burnham, Jon Cordonier, Claudia Todd, Jody Sauers, Laurel Foster, Harold Anton

The meeting was called to order at 2:30 pm by Jon.

Jon announced the news that Cathy Bradley has resigned from the board due to lack of time.

The monthly financial reports were reviewed. There being no questions, Jody made a motion to approve the reports and Laurel seconded the motion. All approved.

Jon brought up the need to discuss having monthly meeting 12 months out of the year, rather than taking off for the summer. Members discussed the pros and cons. While that may be difficult for those in the tourism industry, all agreed that a full twelve month commitment is needed. Laurel made a motion to approve monthly meetings 12 months out of the year rather than 9 and Jody seconded. The motion was approved.

Board officers needed to be decided for the year. Laurel made a motion that Jon serve as the official chairman and Jody seconded the motion. All approved. Jody was selected to serve as board Treasurer since she is available in Buffalo and has experience with financials. Jon made a motion to approve this and Harold seconded the motion. Motion approved. Claudia agreed to perform the duty of note-taking only as secretary until such time as an administrative person can be hired to perform all secretarial duties, including note-taking. Laurel made a motion to this effect and Harold seconded the motion. Motion approved. With only the Vice Chair office remaining, Jon made a motion for Laurel to serve in this office and Jody seconded. Motion carried.

Due to difficulties for some to make this meeting time, new times were proposed that would work better. After discussion it was decided that beginning in October 2022 meetings would occur on the 3<sup>rd</sup> Tuesday of the month at 1:00. Laurel made a motion to this effect and Claudia seconded. Motion approved.

Jon announced that the visitor center is closed for the season. Much has been learned this first time operating the center, and so next year written agreements with the Chamber and City of Buffalo will need to put in place prior to open in 2023. The center has also been collecting emails and zip codes which will assist with future marketing efforts.

Jon has discussed the possibility of contracting with Jeanie or another such contractor for marketing services in lieu of hiring an administrative employee. There have been significant issues with the website that need improved, and there are concerns with Jeanie's ability to handle all the marketing in a timely manner. Such an arrangement with a contractor will be investigated further.

Inclusion in the Wyoming Tourism Guide was approved with Jody making a motion to proceed and Cole seconding. Motion approved.

JCTA Board Meeting Minutes  
September 13, 2022 at 2:30pm

WY Destination Optimization advertising was discussed. The board was interested, but wanted the question of timing answered first. This will be asked before proceeding.

The following items were discussed regarding how we operate as a board:

1. Working together as a board- constructive, no bad ideas, discussion
2. Work together to create consensus
3. Moving forward with big goals, not minutia (ie. 30 minutes reading checks and financials which should be provided and reviewed in advance by the board)
4. Time commitment- 12 months
5. Vision/mission statement- don't have and need
6. Our fiduciary responsibility to the community and business owners is paramount
7. Sub-committees will be established to handle projects to keep advancing a variety of efforts in a timely fashion

The concept of marketing and how we approach this task was discussed and explained.

Tasks to be completed prior to the next meeting:

1. Each board member should attempt to draft a Mission Statement and a Vision Statement
2. Four board members are still needed (Harold plans to retire as soon as we have a quorum of members again) so each member should reach out to potential good candidates with marketing knowledge before the next meeting.
3. Each board member should decide what tourism marketing area subcommittee they would like to chair to advance our mission

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



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

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.

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.