

Johnson County Tourism Association Board Meeting Minutes  
August 8, 2023, 9:00 AM  
Via Zoom

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

Absent: Taylor Lawson, Adam Todd

Guests: Nikki Smerski

The meeting was called to order by Jody at 9:05 AM.

Motion by Brian that the Board approve July meeting minutes. Laurel, second. Motion passed.

Motion by Jennifer that the Board approve July financial report. Brian, second. Motion passed.

Motion by Laurel that Board approve July Administrative Report. Brian, second. Motion passed.

Jody asked the Board to commit to attending the 2023 Fall Hospitality and Tourism Conference at Old Faithful Inn in Yellowstone National Park. Jody and Kaitlin committed to attend.

The four Executive Board members are attending the required Public Officer Training, virtually, on August 23, 9:00 AM – 5:00 PM.

Jody presented a request to the Board for a stipend to be paid to Helene and Michael Kuck for their time and gas expense to model for Andy Austin, the photographer coming to Buffalo on Thursday and Friday, August 9<sup>th</sup> and 10<sup>th</sup>. Anita made a motion to approve a stipend of \$75.00 plus a gift certificate to the Busy Bee. Laurel, second. Motion passed.

In order to promote the job order for the position of Marketing Director, Jody offered options for paid advertising online and in Wyoming newspapers. The following media will be utilized to promote the position:

LinkedIn - Anita made a motion to approve spending \$25.00 each day for running an ad on the weekend only. Second, Laurel. Motion passed.

Indeed – Brian made a motion to pay \$20.00 a day after initial free listing, for seven days. Anita, second. Motion passed.

Facebook – Anita made a motion to spend \$5.00 per day to promote the job. Laurel, second. Motion passed.

Wyoming newspapers ad (purchased through the Buffalo Bulletin) - Laurel made a motion to purchase a 4” x 4” ad for two insertions. The cost will be \$1200 per run. Brian, second. Motion passed.

The background information on Buffalo's and Kaycee's murals and statues continues to be researched by Kristin. Jody has continued to speak to Keith Hahn about creating QR codes for these. It was suggested by Amy Larsen of the Wyoming Office of Tourism that this information is vital to visitors, and we should include it on our website. This is an ongoing project.

Jody suggested a meeting be planned to discuss the proposal from Madden Media to revamp our website. It was determined that the Board will meet on Tuesday August 15<sup>th</sup> at ANB Bank, lower level meeting room.

Jody suggested scheduling a working session for the Board to discuss the JCTA's strategic plan and how to fulfill this. It was determined that the meeting will be held on Tuesday, September 12th from 9:00 – 3:00 PM at the Johnson County Library, Fraley Room.

Jody indicated that the JCTA is awaiting the results, from Lamar, for onsite inspections of the four billboards, on I-90 which the JCTA has private leases on. The results will indicate any need for repair, prior to ordering new vinyl for these four billboards. Local homeowners are being contacted, asking for updated leases and permission for Lamar to access the billboards from the private road/entrance on these properties. The Board was informed that the billboard south of Kaycee on the northbound side of I-25 is available to them, however, the City of Kaycee requests that the new message be focused on Kaycee. The Board will vote on this at a future date.

The billboard owned by the Chamber of Commerce, on southbound I-90 near the exit into Buffalo (WYDOT Permit 4-0175, "Bed Down Beneath the Big Horns") is a billboard that is illuminated. The JCTA has been receiving the invoices from Rocky Mountain Power for this sign and has been paying for it. A motion was made by Anita that the JCTA will only pay for the lighting of this sign through December 31, 2023. Kaitlin, second. Motion passed. The Chamber will be made aware of the Board's decision.

With no further business, the meeting was adjourned at 10:05 AM.

The next Board meeting will be held on Tuesday, September 19 at 1:00 PM at the lower level at ANB Bank.

Respectfully submitted by Kristin de Galard, Administrative Assistant.