

Johnson County Tourism Association Board Meeting Minutes
November 21, 2023, 1:00 PM
Lower-level meeting room, ANB Bank

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

Absent: Natausha Arno

Guest: Jim Wollenburg (WOT)

The meeting was called to order by Jody at 1:06 PM.

Motion by Laurel that the Board approve October meeting minutes. Anita, second. Motion passed.

Motion by Anita that the Board approve November financial report. Brian, second. Motion passed.

Motion by Kaitlin that Board approve October Administrative Report. Brian, second. Motion passed.

Motion by Laurel that the Board approve the revised 2023 – 2024 budget. Kaitlin, second. Motion passed.

Jody asked Board members to commit to attend the Go West Summit in Lake Tahoe, CA, Feb. 26-29, 2024. Anita and Kaitlin offered to attend.

Jody asked for members to plan to attend the Great American West International Roundup in Casper, WY, April 19-22, 2024. Anita offered to attend. Toby Carrig, the new Marketing Director, will be expected to attend.

Jody asked the Board to consider attending the Wyoming Governor's Conference on Travel and Tourism in Cheyenne, Feb. 23-27, 2024.

Jody gave a report on her attendance of the Wyoming Hospitality & Travel Coalition's 2023 Fall Hospitality and Tourism Summit in Yellowstone National Park, October 25-27, 2023. Jody will send a recap of her insights to Board members via email.

Jody presented suggested Bylaws to the Board who made some minor suggestions to the document. Jody will revise, resend it to the Board for their final approval, at which time the document will be sent to the County Attorney for his review.

Jody presented a proposal/quote from Bighorn Films for a short historical highlight video and individual short videos featuring Johnson County's Hole in the Wall Country. These videos will be incorporated into our social media platforms in the coming year. Anita made a motion to accept the proposal and hire Bighorn Films to move forward. Kaitlin, second. Motion passed.

Jody presented a proposal from Jennifer Burden to create short videos featuring businesses and individuals in Johnson County, to be utilized to enhance the JCTA's social media presence. Anita motioned that we hire Jennifer. Brian, second. Motion passed.

Toby Carrig, the newly hired Marketing Director, is due to arrive in Buffalo in the first week of December. There was a discussion by the Board to have Kristin ask Buffalo Computer Consulting to build a system per Toby's needs. Anita made a motion to approve the purchase of a computer and software with a budget of \$3000.00. Laurel, second. Motion passed.

It was suggested to Jody, by our bookkeeper, that the Board approve of a 90 day probationary period for Toby. Brian made a motion to approve. Kaitlin, second. Motion passed.

Jody presented some suggestions from Madden on the ongoing editing of our website. The Board discussed these, and Jody will submit their suggestions to Madden.

Brian is conducting negotiations with a building owner in Buffalo for the possible rental of the building by the JCTA for the purpose of creating a Visitor Co-op. This is ongoing.

Jody presented some rough drafts of possible rack cards for publishing/printing for next year's visitors to the region. Discussion will be ongoing.

Jody presented a recap of a meeting held with Hailey Moss of the University of Wyoming Extension program, WORTH. Hailey has offered to do some training in Johnson County for employees, managers, and owners of businesses in the hospitality industry. Kaitlin made a motion to have Kristin look into dates in May 2024 for this event, sponsored by the JCTA. Brian, second. Motion passed.

With no further business, the meeting was adjourned at 3:05 PM.

The next Board meeting will be held on Tuesday, December 19, 2023, at 1:00 PM in the meeting room on the lower level at ANB Bank.

Respectfully submitted by Kristin de Galard, Administrative Assistant.