

Johnson County Tourism Association Board Meeting Minutes  
September 19, 2023, 1:00 PM  
ANB Bank

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

Absent: Adam Todd

Guests: Nikki Smerski, Jennifer Johnson, Jim Wollenburg

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

Motion by Anita that the Board approve August meeting minutes. Brian, second. Motion passed.

Motion by Anita that the Board approve August financial report. Laurel, second. Motion passed.

Motion by Anita that Board approve August Administrative Report. Brian, second. Motion passed.

Jody reported that Brian met with Mike Johnson of Mohatt, Johnson & Godwin LLP who will assist the JCTA in filing the Local Government Annual Report Summary FYE 09/30/2023.

Jody reported that the Town of Kaycee has offered to allow the JCTA to utilize the billboard located south of the northbound exit into Kaycee on I-25. They will not require any payment but requested that the creative will promote Kaycee and encourage visitors to exit at Kaycee. Anita made a motion that the Board approve this arrangement and go forward, hiring Lamar to create new creative vinyl and install. Laurel second. Motion passed.

Jody reported quoted costs from Lamar to create new vinyls and install onto four billboards owned by the JCTA. Anita motioned to approve this expenditure for new creative and installation. Brian, second. Motion passed.

Jody presented the Board with a marketing opportunity through Great American West: Kaitlin motioned that the Board approve the expenditure of \$2645 for Germany CANUSA E-Newsletter article and \$875 for Benelux 3 dedicated articles on AmerikaOnly.nl. Jennifer, second. Motion passed.

Jody presented the Tourism Grant voucher and receipts from the Buffalo Bulletin submitted to the Board by Summit Gymnastics. Anita motioned to decline reimbursement of the invoices as Summit did not utilize the grant award to advertise outside of Johnson County as was indicated on the grant application. Kaitlin, second. Motion passed. A letter indicating the Board's reason for declining reimbursement will be sent to David Harness.

Jody led a discussion on what the Board's priorities for the next 100 days should be. The following priorities/projects were decided on by the Board:

1. Hire a Marketing Director. The Search Committee consists of Jody, Anita, Laurel and Natausha. They have determined that four out of 18 applicants are qualified to have an interview. The Board hopes to complete the first interview during the week of Sept. 25 – 29.

2. New website to be completed. Madden Media is in the process of creating the JCTA's new website.
3. 2024 brochures and rack cards to be created and printed. Jody and Anita have volunteered to work on this.
4. Possible rental by the JCTA of the building located at 7 N. Main St. in Buffalo for a local tourism co-op for possible bike rentals, kayak rentals, local makers to sell their products, etc. Brian knows the owner, Bepin Holdings LLC of Gillette and will attempt to contact them. Natausha and Jody will also be on this committee.
5. Signage. Keith Hahn was contacted to design a sign with QR Codes on the sign that will direct visitors to places to dine, stay, play, hike, learn, trails, history etc. In addition to the sign, we are looking to add QR Codes to the murals and statues that will give visitors more information about the mural or statue. Also, possible Historic Building QR Codes that will give more info about our historic buildings, working with the Library and the Museum for that info. All these QR Codes will lead back to our website so that we can have the most current info available. The JCTA would also like to provide new banners for Main St. light poles, however, it is possible that the poles will be taken down during the Main St. construction project so this may not be feasible until construction is complete and new light poles are erected.
6. Industry education seminars, tourism summits and trade shows. There are a number of these occurring through the end of this year and into 2024. Jody and Kaitlin will attend Wyoming Hospitality & Travel Coalition's Fall Hospitality and Tourism Summit October 25-27, 2023 in Yellowstone National Park.

The following seminars are budgeted for, and Jody is asking for Board members to offer to attend:

Wyoming Governor's Hospitality & Tourism Convention, Feb. 25-27, Cheyenne

Go West Summit, Feb. 26-29, Lake Tahoe

RMI's International Roundup, Apr. 19-22, Casper

Wyoming Governor's Hospitality & Tourism Convention, October 2024, Cheyenne

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

The next Board meeting will be held on Tuesday, October 17 at 1:00 PM on the lower level at ANB Bank.

Respectfully submitted by Kristin de Galard, Administrative Assistant.