

1130a Welcome Guests:

1132a	Consent Agenda:	February 20th Minutes:	Approval
		Financials:	Approval
		Administrative Report:	Approval

1135a Team Share Each Board Member has 2-minutes to talk about what they want to share

Noon Marketing Director:

- JoCo First Video – 2 min
- Outdoor Imagery – 3 min
- Cole Reiner - 5 Min
- Banners – Buffalo & Kaycee – 3 Min
- QR Codes – 5 Min
- Videography – 5 Min
- Wander or Beaten Path – 5 min
- Visitor Data Analytics – 5 min
- Website – 2 Min
- Transportation – 5 Min
- Educational Campaign – 5 Min
- Worth Hospitality Summit – 5 min

1250p Destination Optimization – Where do we stand? Report to WOT by April 1 2024

100p 2024/2025 Overall Budget Amount? 23/24 Income \$275k Exp \$415k

110p Chamber Update – Hwy 16 VIC & Downtown Office & VIC

120p Office Space

125p Lamar Billboard – New 3-year contract

Important

- Next Board Meeting – Tuesday, April 23rd, 2024 @ 1130a or 1pm ??? @ ANB
- Outdoor Recreation Summit April 18-20 Casper (Toby)
- GAW/IRU Casper April 19-22 - \$4100 42 Appts (Anita & Toby)
- Society of American Travel Writers May 30 – June 3 (in Cody?)
- Longmire Days 2024 – July 18 – 21, 2024
- Camporee August 5 – 10, Gillette (approx. 55,000 visitors)
- WyDOT Main Street – 2024 Perimeter; 2025 Main Street (Hart to Parmalee)

Mission Statement: Develop initiatives that increase and sustain year-round tourism revenue to improve the quality of life for our community.

Vision Statement: To inspire diverse visitors to view Buffalo and Kaycee as THE travel destination by creating authentic unique experiences in the west.