

Johnson County Tourism Association Board Meeting Minutes  
December 19, 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, Toby Carrig, Marketing Director, Kristin de Galard, Administrative Assistant

Absent: Natausha Arno

Guest: Amber Eggers, Buffalo Chamber of Commerce

The meeting was called to order by Jody at 1:03 PM.

Motion by Bryan that the Board approve November meeting minutes. Anita, second. Motion passed.

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

Motion by Anita that Board approve November Administrative Report. Laurel, second. Motion passed.

Motion by Laurel that Board approve November Marketing Director Report. Anita, second. Motion passed.

Jody suggested to the Board members that the JCTA pass on attending the Go West Summit in Lake Tahoe, CA, Feb. 26-29, 2024, and that they reconsider attending in 2025 once we get more information from WOT. The Board agreed to pass on the Summit.

Jody confirmed that Anita and Toby will attend the Great American West International Roundup in Casper, WY, April 19-22, 2024. Toby and Anita will register for IRU and submit receipts after the event, as well as mileage information, to be reimbursed for their expenses.

Jody asked members of the Board to consider attending the 2024 Wyoming Outdoor Recreation Summit presented by The WORTH Initiative and the Wyoming Office of Outdoor Recreation in Casper, April 18-19, 2024. Adam indicated that there may be familiarization trips after the Summit which we should look into sponsoring/conducting. Kristin will contact WORTH to find out about opportunities for FAMS.

Jody asked the Board to commit to attending the 2024 Wyoming Governor's Hospitality and Tourism Convention in Cheyenne, Feb. 25-27, 2024. Board members who will attend: Jody, Anita, Adam and Jennifer. Employees Toby and Kristin will also attend. A discussion occurred regarding the six sponsorship levels available to DMOs and vendors at this convention. Kaitlin motioned that the Board purchase an 8' x 8' booth with a table for displaying Johnson County images via digital and brochures for attendees for \$1000.00. Laurel, second. Motion passed. Toby will create the display for the booth. Kristin will register six attendees, purchase the sponsorship and reserve rooms at Little America for the evenings of Feb. 25 and 26.

Jody asked the Board to allow her to consider submitting a nomination of Craig Johnson for the Wyoming Hospitality and Travel Coalition's BIG WYO Award. It is given to a person who has made significant contributions to the tourism and hospitality industry in Wyoming and is awarded during the

Wyoming Governor's Hospitality and Tourism Convention. Adam motioned that Jody submit our nomination. Anita, second. Motion passed.

The Board has reviewed the Bylaws. A motion was made by Anita to approve the Bylaws. Kaitlin, second. Motion passed. The document will be sent to the County Attorney for his review.

Discussion was had regarding the time and day of the board meeting based upon an email from Natausha. All agreed that the 3<sup>rd</sup> Tuesday worked best. Anita motioned that the Board change the time from 1:00 PM up to 11:30 AM. Kaitlin, second. Motion passed.

Laurel presented a request from the Mayor of Kaycee that the JCTA consider providing financial support to purchase banners for hanging on Nolan Avenue as well as some additional signage to direct visitors to downtown Kaycee at the interstate exits. Jody indicated that we have grant monies available for these projects. The Board would like the Town of Kaycee to submit information on light poles, dimensions, and hardware already in existence in order to contact vendors for pricing for this project. She asked that this information be submitted to the Board by the January 16th board meeting. Anita motioned that we fund these projects. Bryan, second. Motion passed.

The JCTA Community Grant Program will be advertised for six weeks beginning the last week in December. Toby will create the ad, grant application, and place the advertisement in the Buffalo Bulletin. Dates for application deadline and review of applications by the Board as well as presentations by applicants are yet to be determined.

With no further business, the meeting was adjourned at 2:30 PM.

The next Board meeting will be held on Tuesday, January 16, 2023, at 11:30 AM in the meeting room on the lower level at ANB Bank.

Respectfully submitted by Kristin de Galard, Administrative Assistant.