

Johnson County Tourism Association Board Meeting Minutes
January 16, 2024, 11:30 AM
Lower-level meeting room, ANB Bank

Present: Jody Sauers, Anita Peoples, Laurel Foster, Brian Whitlock, Kaitlin Giles, Jennifer Johnson, Natausha Arno, Toby Carrig, Marketing Director, Kristin de Galard, Administrative Assistant

Absent: Clay Miller

Guest: Bob Perry, Johnson County Commissioner

The meeting was called to order by Jody at 11:35 AM.

Consent Agenda:

Motion by Kaitlin that the Board approve December meeting minutes. Brian, second. Motion passed.

Motion by Laurel that the Board approve December financial report. Kaitlin, second. Motion passed.

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

Jody asked the Board to consider paying grant money to Kick Em Up Cans, despite the fact that their event was moved to Campbell County due to arena conditions being unfavorable for the event to be held at the Johnson County Fairgrounds. Kaitlin motioned that the Board pay the voucher. Anita, second. Motion passed.

Jody asked that a Board member plan to attend the Outdoor Recreation Summit, sponsored by UW WORTH Initiative, at the Best Western Hotel and Conference Center in Casper April 18 – 19. No one can commit to this event at this time.

Kristin reported on her review of the All Hazards Recovery Plan presented to the JCTA by Marilyn Connolly of Johnson County Emergency Management. It was suggested to the Board that, in case of an emergency, they can help by providing the current database we have of businesses which cater to our visitors. The Board can also offer their services as volunteers in an emergency. A motion was made by Kaitlin to offer these two services. Anita, second. Motion passed. Kristin was asked to contact Marilyn to indicate that these services will be offered if needed.

Jody reported to the Board that WYDOT has scheduled a public meeting on February 1st at the Johnson County Library to inform home owners and business owners about their plans for the upcoming construction project on Main St. Jody is a member of a community working committee created to assist in projects related to visitors' access to parking and businesses.

Toby recently went to Kaycee to meet with Mayor Gehrig and Laurel and Kris LeDoux where they discussed the possibility of hanging banners on Nolan Ave. Toby is also finalizing the creative for a new vinyl wrap on the billboard on the east side of I-25 south of Kaycee. Options will be presented to the Board shortly.

The Board discussed purchasing new banners for Buffalo's Main St.

Further discussion was had regarding the possibility of the purchase of a trolley or personal utility vehicles to provide transportation to visitors from hotels/motels/campgrounds to downtown.

Further discussion was had regarding the placement of QR codes near Buffalo's sculptures and murals.

Further discussion was had about the possibility of moving the JCTA to a space on Main St. so that we could rent bicycles and kayaks to visitors, as well as rent space to start up businesses with limited funds. Brian is negotiating with a building owner and will continue to do so.

Jody, Toby and Kristin will be having a conference call on March 5 with the Director and Educator at WORTH Initiative to discuss the planning of a hospitality training summit here in Buffalo in the spring.

As the JCTA sees a need to educate our community on our mission and responsibilities, we have created a committee to spearhead a Community Education Campaign. Laurel, Anita, Kaitlin and Toby will be on this committee.

Jody and Brian offered to be on the Lodging Tax Committee, which will propose an increase of the lodging tax, to the County commissioners.

Toby presented to the Board the status on projects he is working on, including the development of our website with Madden, rack cards/brochures, video production, billboards.

With no further business, the meeting was adjourned at 1:40 PM.

The next Board meeting will be held on Tuesday, February 20, 2024, at 11:30 AM in the meeting room on the lower level at ANB Bank.

Respectfully submitted by Kristin de Galard, Administrative Assistant.