

CONVERSE COUNTY TOURISM PROMOTION BOARD

Feb. 21, 2019 • 5:00 p.m. • Douglas, Wyo. • Ruthe James Williams Memorial Conference Center

Members Present: Jane Garber (6/2019, County) • Carl Koters (6/2021, County) • Jenna Thorburn (6/2019, Douglas) • Channis Tagart (6/2020, At Large).

Members Excused: Kim Pexton (6/2020, County) • Zach Martinez (6/2021, Douglas) • Jamie Sullivan (6/2021, Douglas) • Tamara Lehner (6/2019, Glenrock)

Board Vacancies: Vacancy (6/2021, Glenrock).

Guests Present: Marie Nida, Wyoming Equine Extravaganza • Neil Johnson from Yesco • Dennis Switzer from Douglas Broadcasting • James Goodrich, Wyoming State Fair.

January 2019 Meeting Minutes: The minutes were approved as presented.

Financial Report: Checking balance as of Jan. 31, 2019 was \$6,463.54. The January 2019 financials were approved as presented. Revenue for January 2019 was \$37,968.02.

Board members voted to un-encumber the following funds:

2018 Wyoming State Fair • \$1,326.00

Born to Rein: (#BornToRein) Board members voted to encumber \$1,250.00 in the Douglas Account for a full page ad, to be purchased in partnership with the City of Douglas, in the Born to Rein program book. The book will be handed out at the debuts of the movie featuring Sir Barton and the 100-year anniversary of the Triple Crown.

Invoices: A motion to approve invoices totaling \$12,117.60 was approved.

INVOICE #	Grant or Account	PAYABLE TO:	PURPOSE:	SUBMITTING PARTY:	ACCOUNT:	AMOUNT:	CHECK #
2.2019-1	Admin.	Magnuson & Associates, LLC	December bookkeeping	Magnuson & Associates, LLC	Administrative	\$556.00	7369
2.2019-2	Admin.	Sagebrush Marketing, LLC	January admin contract, expenses	Sagebrush Marketing, LLC	Administrative	\$1,200.00	7370

2.2019-3	Split	Sagebrush Marketing, LLC	Marketing work, November 2018	Sagebrush Marketing, LLC	20% Admin; 20% Douglas; 20% Glenrock; 20% WSF; 20% Disc.	\$625.00	7371
2.2019-4	Admin.	Sagebrush Marketing, LLC	Reimburse for motel rooms at State Tourism Conference	Sagebrush Marketing, LLC	Administrative	\$611.60	7372
2.2019-5	#Jackalope Coins (encumbered)	Sagebrush Marketing, LLC	Reimburse for Jackalope Coins	Sagebrush Marketing, LLC	Douglas (encumbered)	\$2,432.00	7373
2.2019-6	TBD	Sagebrush Marketing, LLC	Reimburse for Jackalope Mascot contest	Sagebrush Marketing, LLC	Douglas	\$998.00	7374
2.2019-7	#11.2018-2 Photo Show	Sagebrush Marketing, LLC	Reimburse for Facebook ads	Sagebrush Marketing, LLC	Douglas (encumbered)	\$75.00	7375
2.2019-8	#Billboards 18	Lamar	Billboards	Lamar	Douglas (encumbered)	\$1,840.00	7376
2.2019-9	Visitor Center	The Enterprise	Visitor Center extended hours	The Enterprise	Douglas (encumbered)	\$2,500.00	7377
2.2019-10	#TrueWest (encumbered)	True West	1/3 page vert. magazine ad	True West	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$980.00	7378
2.2019-11	eNews (encumbered)	Sagebrush Marketing, LLC	Edition 1 eNews	Sagebrush Marketing, LLC	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$300.00	7379

Data: Board members approved Sagebrush Marketing to spend approximately \$350 and order visitor-related data for Converse County to aid in decision-making for the months ahead. The purchase will be made using administrative dollars

Next meeting: March 21, 2019 • Douglas • Hampton (pending confirmation of local)