

CONVERSE COUNTY TOURISM PROMOTION BOARD

April 18, 2019 • 5:00 p.m. • Glenrock, Wyo. • Hotel Higgins

Members Present: Jane Garber (6/2019, County) • Carl Kusters (6/2021, County) • Channis Tagart (6/2020, At Large) • Kim Pexton (6/2020, County) • Zach Martinez (6/2021, Douglas) • Tamara Lehner (6/2019, Glenrock).

Members Excused: Jenna Thorburn (6/2019, Douglas) • Jamie Sullivan (6/2021, Douglas).

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

Guests Present: Kristy Grant, Glenrock Chamber of Commerce • Morgan Hayes, Converse County 4-H • Terry Deaver, Converse County 4-H • O'Brien McCarty, Miles Partnership • Rod Cross, Wyoming Pioneer Association.

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

Financial Report: Checking balance as of March 31, 2019 was \$1,923.24. The March 2019 financials were approved as presented. Revenue for March 2019 was \$29,231.57

Invoices: A motion to approve invoices totaling \$11,003.52 was approved.

INVOICE #	Grant or Account	PAYABLE TO:	PURPOSE:	SUBMITTING PARTY:	ACCOUNT:	AMOUNT:	CHECK #
4.2019-1	Admin.	Magnuson & Associates, LLC	February bookkeeping	Magnuson & Associates, LLC	Administrative	\$512.00	7390
4.2019-2	Admin.	Sagebrush Marketing, LLC	March admin contract, expenses	Sagebrush Marketing, LLC	Administrative	\$1,200.00	7391
4.2019-3	Split	Sagebrush Marketing, LLC	Marketing work, March 2019	Sagebrush Marketing, LLC	20% Admin; 20% Douglas; 20% Glenrock; 20% WSF; 20% Disc.	\$150.00	7392
4.2019-4	#TableTents_2018 (encumbered)	Douglas Budget	February and March table tents	Douglas Budget	Douglas (encumbered)	\$222.00	7393
4.2019-5	Admin.	Douglas Budget	Public meeting notice	Douglas Budget	Administrative	\$28.00	7394
4.2019-6	#11.2018-2 Photo Show (encumbered)	KCWY	Television Ads	KCWY	Douglas (encumbered)	\$1,000.00	7395

4.2019-7	Visitor Center (encumbered)	The Enterprise	Visitor Center extended hours	The Enterprise	Douglas (encumbered)	\$2,500.00	7396
4.2019-8	#MilesMedia	Miles Partnership	3 months of eLeads	Miles Partnership	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$3,000.00	7397
4.2019-9	eNews (encumbered)	Sagebrush Marketing, LLC	Edition 1 eNews	Sagebrush Marketing, LLC	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$300.00	7398
4.2019-10	#SirBarton (encumbered)	Sagebrush Marketing, LLC	Reimburse - Sir Barton stand-ups	Sagebrush Marketing, LLC	Douglas (encumbered)	\$494.96	7399
4.2019-11	#JackalopeCharacters (encumbered)	Sagebrush Marketing, LLC	Reimburse - Jackalope artwork	Sagebrush Marketing, LLC	Douglas (encumbered)	\$310.80	7400
4.2019-12	#JackalopeMascot	Sagebrush Marketing, LLC	Reimburse - downpayment on jackalope	Sagebrush Marketing, LLC	Douglas (encumbered)	\$1,285.76	7401
						\$11,003.52	

Wyoming Pioneer Association (#4.2019-1 Pioneers): \$2,246 is to be encumbered in the Wyoming State Fair Account for purposes of advertising the Pioneer’s events at the 2019 Wyoming State Fair & Rodeo. Jane Garber recused herself from the vote.

Deer Creek Days (#4.2019-3 DCD): \$9,623 is to be encumbered in the Glenrock Account for purposes of advertising Deer Creek Days 2019 taking place June 21-23 in Glenrock.

Converse County Fair (#4.2019-2 County Fair): The group was invited back to present at the May meeting after it was determined that they would be making some modifications to their application.

Miles Media: \$16,665 is to encumbered in a 4-way split between accounts (Douglas, Glenrock, Discretionary, State Fair) for purposes of an advertising partnership via Miles Media. The buy includes digital components, print advertising, newsletter advertising and eLeads.

Next meeting: TBD