

CONVERSE COUNTY TOURISM PROMOTION BOARD

May 17, 2019 • 5:00 p.m. • Douglas, Wyo. • Hampton Inn

Members Present: Jane Garber (6/2019, County) • Carl Kosters (6/2021, County) • Kim Pexton (6/2020, County) • Tamara Lehner (6/2019, Glenrock) • Jenna Thorburn (6/2019, Douglas) • Jamie Sullivan (6/2021, Douglas).

Members Excused: Channis Tagart (6/2020, At Large) • Zach Martinez (6/2021, Douglas).

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

Guests Present: Morgan Hayes, Converse County Fair • Terry Deaver, Converse County Fair.

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

Financial Report: Checking balance as of April 30, 2019 was \$15,923.51. The April 2019 financials were approved as presented. Revenue for April 2019 was \$29,183.83.

Invoices: A motion to approve invoices totaling \$15,671.67 was approved.

INVOICE #	Grant or Account	PAYABLE TO:	PURPOSE:	SUBMITTING PARTY:	ACCOUNT:	AMOUNT:	CHECK #
5.2019-1	Admin.	Magnuson & Associates, LLC	March bookkeeping	Magnuson & Associates, LLC	Administrative	\$512.00	7402
5.2019-2	Admin.	Sagebrush Marketing, LLC	March admin contract, expenses	Sagebrush Marketing, LLC	Administrative	\$1,200.00	7403
5.2019-3	Split	Sagebrush Marketing, LLC	Marketing work, April 2019	Sagebrush Marketing, LLC	20% Admin; 20% Douglas; 20% Glenrock; 20% WSF; 20% Disc.	\$1,061.70	7404
5.2019-4	eNews (encumbered)	Sagebrush Marketing, LLC	Edition 1 eNews	Sagebrush Marketing, LLC	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$300.00	7405
5.2019-5	#3.2019-1 Equine Extravaganza	Douglas Budget	Equine Extravaganza ad	Douglas Budget	50% Douglas; 50% Wyoming State Fair	\$491.00	7406
5.2019-6	Admin.	Douglas Budget	RFP ad, public meeting notices	Douglas Budget	Administrative	\$84.00	7407

5.2019-7	#3.2019-2 First Thursdays	307 Signs	Banners for First Thursdays	307 Signs	Douglas (encumbered)	\$205.00	7408
5.2019-8	Visitor Center (encumbered)	The Enterprise	Visitor Center extended hours	The Enterprise	Douglas (encumbered)	\$2,500.00	7409
5.2019-9	#Billboards	The Enterprise	Billboard rentals	The Enterprise	Douglas (encumbered)	\$2,100.00	7410
5.2019-10	#3.2019-2 First Thursdays	Douglas Broadcasting	Radio ads	Douglas Broadcasting	Douglas (encumbered)	\$90.00	7411
5.2019-11	#3.2019-1 Equine Extravaganza	The Wrangler	Digital ad	The Wrangler	50% Douglas; 50% Wyoming State Fair	\$204.50	7412
5.2019-12	#Madden Media	Madden Media	ThatsWY Campaign	Madden Media	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$5,791.84	7413
5.2019-13	#TrueWest	True West	Print advertising	True West	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$980.00	7414
5.2019-14	#11.2018-2 Photo Show	Douglas Broadcasting	Radio ads	Douglas Broadcasting	Douglas (encumbered)	\$151.63	7415
						\$15,671.67	

Townsquare (#Townsquare): \$3,780.00 is to be encumbered in a 25% split (Discretionary, WSF, Douglas, Glenrock) for purposes of a summer advertising campaign with Townsquare’s radio stations.

County Fair (#ConverseCountyFair): \$4,400.00 is to be encumbered in the Wyoming State Fair Account for purposes of advertising the 2019 Converse County Fair.

Visitor Bags (#VisitorBags): \$998.07 is to be encumbered in the Douglas Account for purposes of purchasing additional visitor bags for the Douglas Railroad Museum & Visitor Center.

Historic Signs: Sagebrush Marketing was instructed to reach out to the county for information on replacing the historic sign at the turn-off to Natural Bridge.

Admin Services: The Board renewed its contract with Sagebrush Marketing in the amount of \$1,200 monthly and \$50 per hour for marketing and graphic design services.

Accounting Services: The Board renewed its contract with Magnuson & Associates, LLC in the amount of \$530 monthly and \$1.00 per check written.

Meeting format: In an effort to make efficient use of the time set aside for board meetings times will be added to the agenda and guests will be asked to submit their proposals during a scheduled time frame. Presentations should be submitted well in advance for review so that board members can review their packets and presenters can focus on key items and answer questions regarding their proposal. A similar approach will be taken with the monthly financials, circulating them to the board in advance of the meeting.

Meeting Schedule: Board members approved the following meeting schedule.

June 20 in Douglas • Douglas Inn

July 18 in Glenrock • Library

August 22 in Douglas • Blended Coffee

Sept. 19 in Douglas • Eastern Wyoming College

Oct. 17 in Glenrock • Red's

Nov. 21 in Douglas • Library

Dec. 19 in Douglas • Ruthe James Williams Memorial Conference Center