

CONVERSE COUNTY TOURISM PROMOTION BOARD

June 20, 2019 • 5:00 p.m. • Douglas, Wyo. • Douglas Inn & Convention Center

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

Members Excused: Zach Martinez (6/2021, Douglas) • Tamara Lehner (6/2019, Glenrock).

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

Guests Present: Terry Gray, Glenrock Shepherders Rendezvous • Joe Rankin, Wyoming State Fair.

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

Financial Report: Checking balance as of May 31, 2019 was \$259.83. The May 2019 financials were approved as presented. Revenue for May 2019 was \$32,641.74.

Wyoming State Fair Parade: (#WSFParade_2019) \$1,500 is to be encumbered in the Wyoming State Fair Account for purposes of advertising the 2019 Wyoming State Fair including the solicitation of entries. The board requested that The Enterprise, the entity leading the hosting of the 2019 parade, submit a detailed budget at the July meeting.

Wyoming Shepherders Rendezvous (#6.2019-1 Shepherders Rendezvous) \$1,560 is to be encumbered in the Glenrock Account for purposes of advertising the 2019 Shepherders Rendezvous.

2019 Wyoming State Fair & Rodeo (#2019_WSF): \$15,000 is to be encumbered in the Wyoming State Fair Account for purposes of advertising the 2019 Wyoming State Fair and Rodeo.

Off-Season Events at the Wyoming State Fairgrounds (#WSF Off-Season Events): \$25,000 is to be encumbered in the Wyoming State Fair Account. These funds are being set aside for the purpose of promoting off-season events at the Wyoming State Fairgrounds.

Table Tents (#TableTents_FY2019): \$2,664 is to be encumbered in the Douglas Account for purposes of produced 600 table tents over the course of the coming 12 months. This project is carried out in partnership with the Douglas Budget (reduced-rate printing) and The Enterprise (event collection and tent distribution).

Visitors Center 2019 (#Visitor Center_FY2019): \$2,500 is to be encumbered in the Douglas Account for purposes of operating the Douglas Railroad Museum & Visitor Center through the month of July. Visitor Center leadership will be asked to present a proposal for funding, encompassing the balance of Fiscal Year 2019, at the July 2019 meeting of the Converse County Tourism Promotion Board.

Year-End Funds Transfer: Board members instructed the accountants to transfer 50% of the unencumbered balance in the Douglas and Glenrock accounts into the Discretionary Account at the end of the Fiscal Year. In the Wyoming State Fair Account, the remaining balance of un-encumbered funds (following the encumbering of funds for the 2019 Wyoming State Fair and Off-Season Events, as mentioned above) are to be transferred into the Discretionary Account.

Funds transfer requests:

- #Table Tents 2018 • \$788.86 • Douglas Account to Table Tent funds to zero out expenditures
- #Jackalope Mascot • \$71.52 • Douglas Account to Jackalope Mascot fund to zero out project
- #Sir Barton • \$94.96 • Douglas Account to Sir Barton project to zero out project
- #5.2018-1 Deer Creek Days • \$384.00 • Glenrock to Deer Creek Days to zero out project

Funds to un-encumber:

- #DouglasBudget_2018Weekly • \$1,984.50 • Douglas Account
- #9.2018-1 Cowboy Christmas • \$164.50 • Douglas Account
- #11.2018-2 Platte River Photography Show • \$918.37 • Douglas Account
- Jackalope Coins • \$1,368.00 • Douglas Account
- #3.2019-1 Wyoming Equine Extravaganza • \$402.25 • Douglas Account
- #JackalopeCharacters • \$39.20 • Douglas Account
- #11.2018-1 Glenrock Christmas Shoppe • \$6.00 • Glenrock Account
- #3.2019-1 Wyoming Equine Extravaganza • \$402.25 • Wyoming State Fair Account

Marketing Committee: The marketing committee of the Tourism Board will meet at 2 p.m. on July 18 to discuss plans for the year ahead. The meeting will take place prior to the regular monthly meeting that begins at 5 p.m. that same day.

Invoices: A motion to approve invoices totaling \$15,255.62 was approved.

INVOICE #	Grant or Account	PAYABLE TO:	PURPOSE:	SUBMITTING PARTY:	ACCOUNT:	AMOUNT:	CHECK #
6.2019-1	Admin.	Magnuson & Associates, LLC	April bookkeeping	Magnuson & Associates, LLC	Administrative	\$514.00	7416
6.2019-2	Admin.	Sagebrush Marketing, LLC	May admin contract, expenses	Sagebrush Marketing, LLC	Administrative	\$1,315.35	7417
6.2019-3	Split	Sagebrush Marketing, LLC	Marketing work, April 2019	Sagebrush Marketing, LLC	20% Admin; 20% Douglas; 20% Glenrock; 20% WSF; 20% Disc.	\$1,220.00	7418

6.2019-4	eNews (encumbered)	Sagebrush Marketing, LLC	Edition 1 eNews	Sagebrush Marketing, LLC	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$300.00	7419
6.2019-5	#Jackalope Mascot	Sagebrush Marketing, LLC	Jackalope mascot - final payment	Sagebrush Marketing, LLC	Douglas (encumbered)	\$1,285.76	7420
6.2019-6	Douglas	Sagebrush Marketing, LLC	Jackalope items (artwork, tattoos)	Sagebrush Marketing, LLC	Douglas	\$349.75	7421
6.2019-7	Douglas	Sagebrush Marketing, LLC	Reimburse for visitor bags	Sagebrush Marketing, LLC	Douglas	\$998.07	7422
6.2019-8	Glenrock	Sagebrush Marketing, LLC	Reimburse for printing paleon rack cards	Sagebrush Marketing, LLC	Douglas	\$176.69	7423
6.2019-9	#3.2019-3 Jackalope Days	Sagebrush Marketing, LLC	Printing inserts	Sagebrush Marketing, LLC	Douglas (encumbered)	\$380.00	7424
6.2019-10	#Table Tents_2018	Douglas Budget	Printing May and June tents	Douglas Budget	Douglas (encumbered)	\$449.00	7425
6.2019-11	Admin.	Douglas Budget	RFP advertising, meeting notices	Douglas Budget	Administrative	\$84.00	7426
6.2019-12	#3.2019-2 First Thursdays	Douglas Budget	First Thursdays	Douglas Budget	Douglas (encumbered)	\$193.00	7427
6.2019-13	#9.2018-2 Dinner at the Depot	Douglas Budget	Dinner at the Depot ad	Douglas Budget	Douglas (encumbered)	\$441.00	7428
6.2019-14	#DB Event Ads 2019	Douglas Budget	Weekly event ads, 3 page in visitors guide	Douglas Budget	1/3 Douglas, Glenrock, Discretionary (encumbered)	\$2,660.00	7429
6.2019-15	#CST 2019	Casper Star Tribune	Weekly event ads	Casper Star Tribune	1/3 Douglas, Glenrock, Discretionary (encumbered)	\$724.00	7430
6.2019-16	#9.2018-2 Dinner at the Depot	Douglas Broadcasting	Radio ads	Douglas Broadcasting	Douglas (encumbered)	\$375.00	7431
6.2019-17	#3.2019-4 Kite Festival	Douglas Broadcasting	Radio ads	Douglas Broadcasting	1/2 Douglas, 1/2 Glenrock (encumbered)	\$450.00	7432
6.2019-18	#3.2019-2 First Thursdays	Douglas Broadcasting	Radio ads	Douglas Broadcasting	Douglas (encumbered)	\$210.00	7433

6.2019-19	Admin.	307 Signs	Signs for scavenger hunt	307 Signs	Douglas	\$80.00	7434
6.2019-20	Admin.	307 Signs	Jackalope decals	307 signs	Douglas	\$550.00	7435
6.2019-21	Visitor Center (encumbered)	The Enterprise	Visitor Center extended hours	The Enterprise	Douglas (encumbered)	\$2,500.00	7436
Total:						\$15,255.62	

Meeting Schedule: Board members approved the following meeting schedule.

July 18 in Douglas • Eastern Wyoming College

August 22 in Douglas • Blended Coffee

Sept. 19 in Glenrock • Library

Oct. 17 in Glenrock • Red's

Nov. 21 in Douglas • Library

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