

# CONVERSE COUNTY TOURISM PROMOTION BOARD

July 18, 2019 • 5:00 p.m. • Douglas, Wyo. • Douglas Inn & Convention Center

**Members Present:** Jane Garber (6/2022, County) • Carl Kosters (6/2021, County) • Kim Pexton (6/2020, County) • Jamie Sullivan (6/2021, Douglas) • Channis Tagart (6/2020, At Large) • Zach Martinez (6/2021, Douglas) • Tamara Lehner (6/2022, Glenrock).

**Members Excused:**

**Board Vacancies:** Vacancy (6/2021, Glenrock). • Vacancy (6/2022, Douglas)

**Guests Present:** Dan Cheney, Wyoming State Fair • Joe Rankin, Wyoming State Fair • Brandy Dority, Paleon Museum • Sean Smith, Paleon Museum

**June 2019 Meeting Minutes:** The minutes were approved as presented.

**Budget Hearing:** The board meeting included the annual budget hearing with the budget adopted as attached.

**Financial Report:** Checking balance as of May 31, 2019 was \$15,006.56. The June 2019 financials were approved as presented. Revenue for June 2019 was \$31,271.32.

**Paleon Museum:** Board members received an update from the Paleontological Museum in Glenrock. The museum is entering a growth phase. Their building will be updated, and long-term growth plans are taking shape. Tourism Board members and Paleon representatives shared some ideas and agreed to continue the conversation.

**Visitors Center 2019 (#Visitor Center\_FY2019):** \$33,000 is to be added to the already encumbered funds in the Douglas Account for purposes of supporting the Douglas Railroad Museum & Visitor Center. Payments will be made monthly in an amount of \$3,000 and spanning through the end of the current fiscal year. A renewed funding request is expected from the Visitors Center in June 2020 or before.

**Wyoming State Fair:** Board members discussed the partnership between the Wyoming State Fair and the Tourism Board. In the year ahead the group agreed to pursue the placement of an LED sign on the State Fairgrounds. Details are yet to be worked out, but the sign will feature both events on the state fairgrounds and in the Douglas community.

**Election of officers:** The following slate of officers was elected to serve in the coming year

Chair: Kim Pexton

Vice Chair: Jamie Sullivan

Secretary: Jane Garber

Treasurer: Channis Taggart

**The following invoices were approved for payment:**

<b>INVOICE #</b>	<b>Grant or Account</b>	<b>PAYABLE TO:</b>	<b>PURPOSE:</b>	<b>SUBMITTING PARTY:</b>	<b>ACCOUNT:</b>	<b>AMOUNT:</b>	<b>CHECK #</b>
7.2019-1	Admin.	Magnuson & Associates, LLC	May bookkeeping	Magnuson & Associates, LLC	Administrative	\$521.00	7437
7.2019-2	Admin.	Sagebrush Marketing, LLC	June admin contract, expenses	Sagebrush Marketing, LLC	Administrative	\$1,392.90	7438
7.2019-3	Split	Sagebrush Marketing, LLC	Marketing work, April 2019	Sagebrush Marketing, LLC	20% Admin; 20% Douglas; 20% Glenrock; 20% WSF; 20% Disc.	\$1,355.00	7439
7.2019-4	eNews (encumbered)	Sagebrush Marketing, LLC	June edition of eNewsletter	Sagebrush Marketing, LLC	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$300.00	7440
7.2019-5	#5.2019-1 County Fair	307 Signs & More	11X17 posters for county fair	307 Signs & More	100% WSF (encumbered)	\$600.00	7441
7.2019-6	#5.2019-1 County Fair	Wyoming Livestock Roundup	Print advertising	County Fair	100% WSF (encumbered)	\$480.00	7442
7.2019-7	#CST_2019	Casper Star Tribune	Print advertising	Casper Star Tribune	Weekly ads	\$934.00	7443
7.2019-8	#5.2019-1 County Fair	Converse County Fair Board	Social media ads reimbursement	Social media ads	100% WSF (encumbered)	\$280.00	7444
7.2019-9	#5.2019-1 County Fair	The Wrangler Horse & Rodeo News	1/2 page print advertising	County Fair	100% WSF (encumbered)	\$245.00	7445
7.2019-10	#4.2019-3 Deer Creek Days	Alimon Publishing	Tidbits print advertising, programs	Alimon Publishing	Glenrock (encumbered)	\$2,150.00	7446
7.2019-11	#4.2019-3 Deer Creek Days	Townsquare Media	Radio advertising	Glenrock Chamber	Glenrock (encumbered)	\$4,999.80	7447
7.2019-12	#DouglasBroadcasting_2019	Douglas Broadcasting	Radio advertising	Tourism Board radio ads	Douglas (encumbered)	\$1,920.00	7448

7.2019-13	#9.2019-2 Dinner at the Depot	Douglas Broadcasting	Radio advertising	Dinner at the Depot	Douglas (encumbered)	\$339.00	7449
7.2019-14	#4.2019-3 Deer Creek Days	Douglas Broadcasting	Radio advertising	Deer Creek Days	Glenrock (encumbered)	\$1,215.00	7450
7.2019-15	#DB Event Ads 2019	Douglas Budget	Weekly ads	Douglas Budget	1/3 Douglas, 1/3 Glenrock/ 1/3 WSF	\$1,572.00	7451
7.2019-16	#TableTents_FY2019	Douglas Budget	Table Tents	Douglas Budget	Douglas (encumbered)	\$232.00	7452
7.2019-17	Admin.	Douglas Budget	Public meeting notice	Douglas Budget	Administrative	\$28.00	7453
7.2019-18	#3.2019-2 First Thursdays	Megan Tillard	Reimbursement for marketing materials	Megan Tillard	Douglas (encumbered)	\$140.84	7454
7.2019-19	Split	IMAP	Website work	IMAP	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$2,207.50	7455
7.2019-20	#WyoTravelJournal2019	Miles Partnership	eLeads	Miles	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock (encumbered)	\$3,000.00	7456
7.2019-21	#MilesMedia	Miles Partnership	eLeads	Miles	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock (encumbered)	\$3,000.00	7457
7.2019-22	#Townsquare	Townsquare Media	Radio advertising	Townsquare	25% Douglas; 25% WSF; 25% Disc.; 25% Glenrock	\$1,080.00	7458
7.2019-23	#VisitorCenter_FY2019	The Enterprise	Visitor Center extended hours	The Enterprise	Douglas (encumbered)	\$2,500.00	7459
<b>Total:</b>						<b>\$30,492.04</b>	

**Meeting Schedule:** Board members approved the following meeting schedule.

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