

**CONVERSE COUNTY TOURISM PROMOTION BOARD  
REGULAR MEETING**

**Board members:** Kim Pexton (6/2023, County) – Chair; Jamie Sullivan (6/2024, Douglas) – Vice Chair; Robin Cross (6/2024, Douglas) – Treasurer; Channis Tagart (6/23 general member at large) Secretary; Carl Kusters (6/2024, County); Zach Martinez (6/2024, Douglas); Jane Garber (6/2022, County) Tamara Lehner (6/2022, Glenrock);

**Date** October 19th, 2021

**Call to order:** Chair Kim Pexton called the meeting to order

**Consent Agenda Approval:** Motion to accept the minutes as presented.

Motion: Robin Cross      Second: Channis Tagart      carried

**Financial Report:** Invoices presented total for October 2021 were \$40,747.99. Deposit for October 2021 \$27,418.88 compared to October of 2020 was \$22,749.50 (see attached)

Motion to approve the financial report as presented.

Motion: Tamara Lehner      Second: Jane Garber      carried

Motion to encumber \$375.00 for True West Magazine & \$179.50 for Casper Star Tribune

Motion: Jane Garber      Second: Jamie Sullivan      carried

**Public Comments:** None

**Agenda:**

**Wyoming State Fair:** Courtney Conkle reported all final State Fair invoices had been submitted. They will continue to attend the meeting with grounds updates. The grounds are booked May 2022 - Sept 2022

**Glenrock Xmas:** Grant requested for Glenrock Christmas shop - \$3,030.00.

Grant funds previously approved for Glenrock Fall Fest will be relocated for their Christmas Fest - \$2,672.52.

Motion to approve these requests.

Motion: Tamara Lehner      Second: Jane Garber      carried

**Cowboy Xmas:** Grant requested for \$2,400.00.

Motion to approve request.

Motion: Jane Garber      Second: Tamara Lehner      carried

**Cares Act Funding:** Jen Womack discussed what she had been working on as follows:

**BILLBOARDS:** All of the vinyl should be replaced on the billboards. That includes both those owned by The Enterprise and the ones leased from Yesco and Lamar. We did let the plans to install billboards on the Darr Ranch go amidst astronomical pricing to get artwork printed and installed there (\$7,000 plus).

**WYOMING STATE FAIR CAMPGROUND SIGNAGE:** It's at Douglas Sign awaiting printing.

**TEAR OFF MAPS:** We are working on the design, but have initial drafts in hand.

**PLACEMATS:** Should arrive from the printer this week, maybe next.

**YOU ARE HERE SIGNS:** Will build as soon as we finalize the tear-off maps so we can re-use that map.

**RAILROAD MUSEUM:** 307 Signs is printing the new pole banners featuring area attractions. Others are working to make the self-guided train tour available on YouTube and post it to the website. The jackalope artist

just finished drawing the rail cars to help with the signage project and we are in the process of creating that signage.

**DOWNTOWN DOUGLAS:** I placed a larger order with the artist, growing our collection of available jackalope signs. Once we have those in hand, we'll start making signs and offering them to businesses.

**WREN:** Full page ads for the fall have been sent to press

**KALMBACH PUBLISHING:** Full page ads have been submitted for the TRAINS publications. We've also been in their eNews and have a presence on their website. Social media blasts forthcoming.

**MILES MEDIA:** Campaign, including eLeads, eNews and presence on the state's website is underway.

**MADDEN MEDIA:** Campaign, including social media boost and website SEM, underway.

**WAVES WEB DESIGN:** Build-out to enhance event information on the website, including a separate listing page for large events, underway. They're also doing a build-out of the Railroad Museum page for the virtual tour. Before we are done, this will also include a ramp up of our board information.

**TRUE WEST:** Full page submitted to press today. Will run in December. Social campaign and eNews presence under development.

**Next Meeting:**

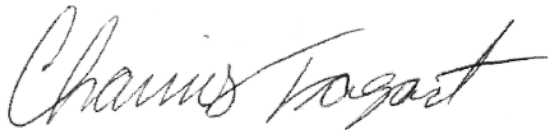
Ranahans, November 16, 2021 at 5pm

Ruthe James Williams Conference Center, December 14, 2021 TBA

**Adjournment:**

There being no further business, the meeting was adjourned.

Submitted to file by:



Channis Tagart, Secretary pro-tem

Converse County Tourism and Promotion Board Attendance Sheet. October 19th, 2021

Kim Pexton  
Jane Garber  
Carl Kusters  
Tamara Lehner  
Channis Tagart  
Zach Martinez  
Robin Cross  
Jamie Sullivan

Excused:

none

Guests:

Courtney Conkle - Wyoming State Fair

Reba Sundseth - Wyoming State Fair

Scott Bauman- College Inn