

**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 Kosters (6/2024, County); Zach Martinez (6/2024, Douglas); Jane Garber (6/2022, County) Tamara Lehner (6/2022, Glenrock);

**Date:** January 18th, 2022

**Call to order:** Chair Kim Pexton called the meeting to order @ 5:08pm

**General:**

**Grant Requests:** WQHA Cowboy Summer Classic Quarter Horse Show - Debbie Unrein requests \$3,000.00 on behalf of Wyoming Quarter Horse Association.

Event Name: WQHA Cowboy Summer Classic Quarter Horse Show

Date of event: July 13th - 17th, 2022

Event location: Douglas Wyoming State Fair Grounds

Board members inquire about amount approved in 2021. \$1309.50. With discussion a motion is presented to approve *UP TO \$3,000.00*.

Motion to approve the request as presented.

Motion: Jane Garber Second: Zach Martinez carried

**Previous Month's Minutes:** Motion to accept the minutes as presented.

Motion: Jane Garber Second: Robin Cross carried

**Financial Report:** Invoices presented total for January 2022 were \$18,968.51. Deposit for December 2021 unavailable from state at time of meeting.

Motion to approve the financial report as presented.

Motion: Zach Martinez Second: Channis Tagart carried

Deposit for December 2021 \$30,876.56 compared to December of 2020 was \$15,958.48

**Agenda:**

**Old Business:** none

**New Business Discussion:** New board member, Mandi Jones, representing Glenrock, waiting for approval from the city of Glenrock.

Board is presented with Madden Media Spring campaign proposal. Given the past success we've seen with this partnership and the use of our Jackalope characters over actual photographs, Jen Womack recommends option 2 from proposal.

## Option 2: Scaled back approach

While we have our recommendation, we know these decisions need to be made at a local level. Our scaled back approach reduces the budget and allows for participation in both coops. We feel like you're benefit greater from SEM participation than the digital components in the Spring coop. You can still participate in the lead component to add them to your own marketing funnel.

	<b>Solution</b>	<b>Price</b>
Wyoming SEM Coop	Est. 8,800+ clicks	\$8,000.00
Wyoming Spring Coop	Landing page inclusion	\$1,000.00
	<b>Total</b>	<b>\$9,000.00</b>
	<b>WOT Sponsorship</b>	<b>-\$4,000.00</b>
	<b>Converse County Cost</b>	<b>\$5,000.00</b>

**New Business Action:** Motion to approve Option 2 of Madden Media Spring Campaign as presented.  
Motion: Jane Garber Second: Tamara Lehner carried

**Other Business:** None

**Public Comments:** None

**Adjournment:**

There being no further business, the meeting was adjourned @ 5:28p.m.

**Next Meeting:**

Glenrock Public Library, February 15, 2022 5pm

Submitted to file by:



Channis Tagart, Secretary

Converse County Tourism and Promotion Board Attendance Sheet. December 13th, 2021

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

Excused:  
none

Guests:  
Reba Sundseth - Wyoming State Fair