

**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);
Mandy Jones (02/2025, Glenrock)

Date: March 22nd, 2022

Call to order: Chair Kim Pexton called the meeting to order @5:05 p.m.

General:

Grant Requests: Miss Rodeo Wyoming Association - Miss Rodeo Wyoming 2023 Pageant

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

Motion: Jane Garber Second: Robin Cross carried

Financial Report: Invoices presented total for February 2022 were \$13,136.34. Deposit for March 2022 \$25,312.49 compared to March of 2021 were \$12,865.97

Motion to approve the financial report as presented.

Motion: Tamara Lehner Second: Mandy Jones carried

Agenda:

Old Business: none

New Business Discussion: Douglas Budget/Sage Publishing present the board with three options for newspaper & online marketing. Alisha and Jena review digital targeted ads & geo fencing. Matt reviews marketing option in Hunting, Visitor & State Fair Guides. Board expresses concerns over guides coming out too late in the seasons to truly bring visitors into Converse County. Jen Womack offers to look into ways she can do targeted digital ads and geo fencing for CCTPB.

Courtney Conkle - WSF - reports that they are busy at the state fair office and are booking events on state fair grounds through the end of 2023

Jen Womack discusses upcoming events through the Wyoming Office of Tourism, Amy Larsen. Board needs to create a strategic plan in order to participate in the The WYBest program. The total cost for the Wyoming Best 2.0 is \$6000, however WOT will cover 80% of the cost, which makes the Converse County investment \$1200. Board discusses the opportunity to work with Young Strategies to create the strategic plan on Monday, April 11, from 11-1 p.m. at the Clubhouse at the Douglas Golf Course. Jen also discusses Amy Larsen, WOT, bringing a Familiarization tour group of 27 tour operators (35 guests total) to Ranahan's on Thursday March 31st, 12:15 p.m. for lunch. Jane Garber and Kim Pexton plan to attend in order to distribute Jack and Harriette stickers and other CCTPB marketing materials.

Board discusses grant request from Miss Rodeo Wyoming Association for Miss Rodeo Wyoming 2023 Pageant. Board agrees that this request is seeking more of a sponsorship and does not meet the goals set forth by CCTPB to qualify for funds through the lodging tax.

New Business Action: Motion to approve \$1500 for participation in the WYBest program and strategic plan creation lunch meeting to be funded equally through all four entities of CCTPB.

Motion: Tamara Lehner Second: Zach Martinez carried

Other Business: None

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @6:15

Next Meeting: Eastern Wyoming College 5 p.m.

Submitted to file by:



Channis Tagart, Secretary

Converse County Tourism and Promotion Board Attendance Sheet. February 15th, 2022

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

Excused:
none

Guests:
Courtney Conkle - Wyoming State Fair
Matt Adelman, Alisha, Jena - Douglas Budget