

**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 (6/2023 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: April 19th, 2022

Call to order: Chair Kim Pexton called the meeting to order @5:01 p.m.

General:

Grant Requests: Rolling Hills Ruckus - North Platte Enduro
Jackalope Days - The Enterprise
Glenrock Annual Events - Elevate Glenrock

Previous Month's Minutes: Change requested to New Business Action section of March minutes.
Motion to accept the minutes with change.
Motion: Jaime Sullivan Second: Jane Garber carried

Financial Report: Invoices presented total for March 2022 were \$3,256.15.
Deposit for April 2022 \$20,777.62 compared to April of 2021 were \$10,179.59
Motion to approve the financial report as presented.
Motion: Carl Kosters Second: Mandy Jones carried

Agenda:

Old Business: none

New Business Discussion: Rolling Hills Ruckus - Hosted by North Platte Enduro, Scott Winslow, Event Director. Converse County Motorsports Complex - June 18, 2022. The Rolling Hills Ruckus is a hare-scramble-style, off-road motorcycle race at the Converse County Motorsports Complex. This race is part of a statewide racing series known as the Wyoming Off-road Racers Association (WORRA). The race has three different events during the day. The 9:00 A.M. race is known as the Junior race. These are younger kids riding smaller displacement motorcycles (65-150cc) on a modified course for one hour. The 10:00 A.M. race is the Pee Wee race. These are young children riding small motorcycles (50-110cc) on a very short, easy track. The premier event is the 2-hour Big Bike hare scramble on a full seven-mile course. This draws participants from many different age ranges and riding abilities. In years past, professional riders from as far away as California, Texas and Florida have attended. This is a family-friendly event that has forged lifelong relationships and camaraderie not seen in many other forms of racing. Requesting \$2,000.00 for marketing/advertising this event with K-2, Facebook, mailer.

Jackalope Days - Hosted by The Enterprise, Jen Goodwin, Event Director. Downtown Douglas and surrounding areas - June 9 -12, 2022. The Enterprise hosts four events during Jackalope Days: railroad day, chalk fest, bed races and the vendor fair. In addition to hosting and managing these events, we are the facilitator for the remainder of the events that take place during the four-day celebration. We gather information, hold planning meetings and assist in organizing the numerous events that are held around the community that take place at this time. The Enterprise also heads up the marketing efforts for this annual event. 2022 Jackalope Days is expected to have the following types of events: Hot dog lunch and activities at

railroad day, annual car show, pancake breakfast, vendor fair, dog races, bed races, pinewood derby car races, live music, street dance, beer mile, 5K run/walk, chalk art fest, church in the square, block party hosted by the Memorial Hospital of Converse County, and possibly more! We continue to encourage community participation and growth of this celebration. Requesting \$4,055.55 for marketing/advertising this event with McCrimmon Production, Douglas Broadcasting, Facebook, Douglas Budget, Platte County Record Times, Sagebrush Marketing

Glenrock Annual Events- Hosted by Elevate Glenrock

Deer Creek Days	\$5000.00
Hog Fest	\$2000.00
Sheep Herders	\$1000.00
Fall Fest	\$5000.00
Winter Festival	\$5000.00
Elevate Website	\$1200.00
Elevate App	\$7800.00
Total Request	\$28,000.00

Robin Cross, Treasurer reports that upcoming Budget is progressing. Unencumbered funds will be rolled over into each entity of CCTPB.

Courtney Conkle - WSF - Approaching 110 days to the 110th WSF. Large events coming up on the fair grounds. They are beginning phase 2 of website update. Would love to see more cross polarization between WSF and CCTPB. Possibly beginning a QR code program to direct people on the grounds to more of Converse County. Backside of Brownfield exit sign needs new signage. Jen Womack will design that. Board requests exit surveys be made available to attendees of fairground events.

New Business Action: Motion to approve \$2000 for Rolling Hills Ruckus - North Platte Enduro to be funded through the Glenrock entity of CCTPB.

Motion: Carl Kosters Second: Jane Garber carried

Motion to approve \$4,055.55 for Jackalope Days - The Enterprise to be funded through the Douglas entity of CCTPB.

Motion: Channis Tagart Second: Mandy Jones carried

Motion to approve \$19,000 for Glenrock Annual Events - Elevate Glenrock to be funded through the Glenrock entity of CCTPB. Website & App portion of request denied.

Motion: Robin Cross Second: Jamie Sullivan carried

Motion to encumber \$972.02 for Enews

Motion: Carl Kosters Second: Jane Garber carried

Motion to approve \$800 for Outdoor Writer Assoc. Ayers tour, Paleon tour, dinner at Franks Fort Diablo to be funded through discretionary.

Motion: Jane Garber Second: Carl Kosters carried

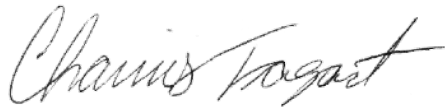
Other Business: None

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @6:30

Next Meeting: Glenrock Townsquare, May 24, 2022 - 4:30p.m.

Submitted to file by:

A handwritten signature in cursive script that reads "Channis Tagart".

Channis Tagart, Secretary

Converse County Tourism and Promotion Board Attendance Sheet. April 19th, 2022

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

Excused:

Tamara Lehner

Guests:

Scott Winslow - North Platte Enduro
Jen Goodwin - The Enterprise
Chevy Meyer - Elevate Glenrock
Courtney Conkle, Reba Sundseth - Wyoming State Fair
Alisha Carver, Carrie Calliham - Douglas Budget
Jen Womack - Sagebrush Marketing