

**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: May 24th, 2022

Call to order: Chair Kim Pexton called the meeting to order @ 5:06 p.m.

General:

Grant Requests: Converse County Fair - Converse County Fair Board
Independence Day in the Jackalope City - The Enterprise & Douglas Police Department
Wyoming State Fair - Wyoming State Fair Board

Previous Month's Minutes: Motion to accept the minutes as presented.
Motion: Jane Garber Second: Carl Kosters carried

Financial Report: Invoices presented total for April 2022 were \$16,016.25.
Deposit for May 2022 \$23,334.39 compared to May of 2021 were \$17,323.92
Motion to approve the financial report as presented.
Motion: Channis Tagart Second: Jane Garber carried

Agenda:

Old Business: none

New Business Discussion:

Converse County Fair - Hosted by Converse County Fair Board, Jenelle Moore, Event Director. Wyoming State Fair Grounds - July 17th-23rd, 2022. The Converse County Fair is in its sixth year of expansion with a goal of bringing in more community events. The theme for 2022 will be "Fairadise" We are going to make this a community / county celebration. This year we are continuing with many community events including; Family Fun Night, Jackpot Roping, Youth Gymkhana, Tractor Pull, Ranch Rodeo, Market sale, dinner and ending with a Nashville Concert. These community events draw large crowds. Our biggest draw for the town spectators are the Family Fun Night, Tractor Pull, Ranch Rodeo and Nashville Concert. The Fair Board has been working toward providing a county fair that offers something for everyone in Converse County. The County Fair also brings in judges, livestock show attendees as well as family from out of town. Lastly, the livestock market sale brings buyers from out of the local area. Requesting \$7,982.00 for marketing/advertising this event with KCWY, The Wrangler, Wyo Livestock Roundup, KKTY, 307 Signs and More, Facebook

Independence Day in the Jackalope City - Hosted by The Enterprise, Jen Goodwin, Event Director & Douglas Police Department. Washington Park - July 4th, 2022. The Douglas Police Department has teamed up with the Enterprise again this year for a family fun filled Independence Day celebration to Douglas on the 4th of July. We will be partnering up with local businesses and organizations to bring the family fun and games to Washington Park. Events will include but are not limited to a patriotic parade, interactive crafts/booths, food vendors, 5K, competitive games include relay races, bed races, tug of war, agility and speed event courses,

live music and entertainment, beer garden, kids fun and games. Requesting \$2,612.00 for marketing/advertising this event with Douglas Broadcasting, Facebook, Douglas Budget, Platte County Record Times, Sagebrush Marketing

Wyoming State Fair- Hosted by Wyoming State Fair- Courtney Conkle, Event Director. Wyoming State Fair grounds, Douglas, August 16th - 22nd, 2022. The Wyoming State Fair is a celebration of all things Wyoming and showcases our pride in our heritage, agriculture, industry, youth, entrepreneurs, artists and more. We are Wyoming's Premier Summer Event. The fair is truly a culmination of all things Wyoming – displaying who we are and what we stand for through our exhibits, vendors, carnival, music, art, shows, competitions, food, entertainment and more. Requesting \$40,000.00 for marketing/advertising this event with KKTY, Douglas Budget, Upslope Media, Northern Ag Network, Sheridan Media, Townsquare Media, True North Media, Yesco, Wyo Livestock Roundup, Google/YouTube/Spotify/Pandora/Social Media

Robin Cross, Treasurer, presents preliminary budget due to the state by June 1st.

Courtney Conkle - WSF - Large events starting in June with events running every other week for the entire season. WSF offering, The Brand Club, this year, a new way to buy into sponsorship for the State Fair creating an opportunity for smaller sponsorships.

New Business Action:

Motion to approve \$7,982.00 for Converse County Fair to be funded through all four entities of CCTPB.

Motion: Robin Cross Second: Carl Kosters carried

Motion to approve \$2,612.00 for Independence Day in the Jackalope City to be funded through the Douglas entity of CCTPB.

Motion: Carl Kosters Second: Mandy Jones carried

Motion to approve \$40,000.00 for the Wyoming State Fair to be funded through the WSF entity of CCTPB.

Motion: Jamie Sullivan Second: Jane Garber carried

Other Business:

Board discusses upcoming statute language for lodging tax increase ballot measure. Jen Womack suggests that CCTPB draw from Cambell County's recent statute language. Board requests that we inquire whether or not the lodging tax increase will appear on the primary ballot and if the tax increase can be pursued every 2 years or 4 years.

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned.

Next Meeting: CC Library - Douglas, June 21, 2022 - 5 p.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. May 24, 2022

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

Excused:

Zach Martinez

Guests:

Courtney Conkle, Reba Sundseth - Wyoming State Fair
Jen Womack - Sagebrush Marketing