

**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);  
Karissa Goosen (6/2025, County); Mandy Jones (02/2025, Glenrock)

**Date:** August 23, 2022

**Call to order:** Vice Chair Jaime Sullivan called the meeting to order @ 5:01 p.m.

**General:**

**Grant Requests:** Cowboy Christmas - November 2002, Christmas at the Depot - December 2022,  
Platte River Photography Show - March 2023, Jackalope Days - June 2023 - The Enterprise

**Previous Month's Minutes:** Motion to accept the minutes as presented.  
Motion: Robin Cross Second: Karissa Goosen carried

**Financial Report:** Invoices presented. Total for July 2022 were \$50,300.07  
Deposit for August 2022 \$33,701.48 compared to August of 2021 were \$19, 621.25  
Motion to approve the financial report as presented.  
Motion: Channis Tagart Second: Mandy Jones carried

**Agenda:**

**Old Business:**

**1/8 Mile Drag Races @ Douglas Motorsport Park** - Central WY Motorsports is not seeking another 1,500.00 for their September event. Instead using the 1,500.00 grant for both August and September events, advertising with Douglas Broadcasting.

**Atmosphere TV** - Proposal presented by Jen Pollack - Ranahan's Steakhouse. Board discusses that this is not something we will do at this time. Concerns expressed about conflict of interest and frequency with which the Atmosphere TV is seen

**New Business Discussion:**

Jen Womack proposes video project, Douglas Railroad History Day, where we will gather people of the community to share their history of the local railroad. Board agrees that this sounds like a great project and will use funds already set aside for this fiscal year's video projects.

Board discusses producing an Every Door Direct Mail piece to inform people on what their lodging tax dollars do and also an event calendar for the 2022/2023 events. This would go out mid October. Jen Womack will design mailer for approval at next meeting.

**Cowboy Christmas** - November 2022 - \$2,850.00

**Christmas at the Depot** - December 2022 - \$1,115.00

**Platte River Photography Show & Workshops** - March 2023 - \$3,100.00

**Jackalope Days** - June 2023 - \$5,144.50

- Hosted by The Enterprise, Jen Goodwin, Event Director. The Enterprise is grouping together all their events for the 2022/2023 fiscal year for a total grant request of \$12,209.50. Marketing/advertising these events with Facebook, Douglas Broadcasting, Douglas Budget, Sagebrush Marketing, Platte County Times & McCrimmon Productions

Courtny Conkle - WSF - Presents a brief summary, 2022 State Fair Recap, reporting a strong 2022 State Fair seeing increases across the board of four major categories - Attendance, Sales, Carnival & Grand Stand. Courtny will present a more detailed report on the State Fair in October to include an accounting of how grant funds were allocated. WSF grounds has upcoming Ram Sale, CRCA, and two weddings in September then hockey season. Courtny thanks CCTPB for their continued support.

***New Business Action:***

Motion to approve \$12,209.50 for The Enterprise 2022/2023 events.

Cowboy Christmas, Christmas at The Depot, Platte River Photography Show & Workshops & Jackalope Days

Motion: Mandy Jones Second: Robin Cross carried

***Other Business:*** None

***Public Comments:*** None

***Adjournment:*** There being no further business, the meeting was adjourned @ 5:55 p.m.

***Next Meeting:*** WSF conference room Sept. 20, 2022 - 5 p.m.

Submitted to file by:



Channis Tagart, Secretary

Converse County Tourism and Promotion Board Attendance Sheet. August 23, 2022

Karissa Goosen  
Channis Tagart  
Jamie Sullivan  
Mandy Jones  
Robin Cross  
Zack Martinez

Excused:

Kim Pexton  
Carl Kusters

Guests:

Courtney Conkle - Wyoming State Fair  
Jen Goodwin - The Enterprise  
Jen Womack - Sagebrush Marketing