

**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 Koters (6/2024, County)
Zach Martinez (6/2024, Douglas)
Karissa Goosen (6/2025, County)
Candace Benedetta (11/2025, Glenrock)

Date: April 18, 2023

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

General:

Fair Manager Report: Courtney Conkle – WSF Director is at the spring Manager’s meeting so Kris Mitchell reported. They have completed the on-boarding of the new marketing firm. New Thought Digital is a Wyoming based marketing firm out of Jackson. Maintenance has been busy working on sprucing up for the coming year including refinishing floors. The busy horseshow season is upcoming. The Easter Egg hunt was a success and they had great weather for it this year.

Grant Requests: Deer Creek Days – June 23-25, 2023 - \$6,368.07 – Chevy Meyer presented. They will have over 50 vendors from all over the state, ranch rodeo, ax throwing, 150 cars in the car show and a strongman competition. They are working on some official sponsorship partners.

Motion: Robin Cross Secoded: Jamie Sullivan Carried

Film Commission – Startup Proposal: Kelly Eastes presented. He gave some of his background in the industry. His company can show off locations in Converse County to put into a database that the film industry uses to scout areas for filming. The tourism board could try this for 1 year to see if we see any returns on the investment. Jen will do some research on this and the board will look at it again next month to decide if this is a project we should take on. Because the state doesn’t have this incentive, maybe local tourism boards in WY could band together and provide it.

Previous Month’s Minutes: Minutes from March 2023 presented.

Motion: Candace Benedetta Secoded: Karissa Goosen Carried

Financial Report: Invoices presented. We expected to receive \$29,355.20 in revenue for April 2023. Compared to April last year which was \$20,777.62. Jen opened discussion of the down payment for the Jackalope statue and if we should send it now or not. Kim stated that the City would like to put it in the small city park on the side of the railroad tracks. Decision was made to mail the check now. It will take 4-5 months to make.

Motion: Candace Benedetta Secoded: Robin Cross Carried

Need to encumber \$1,325 to the discretionary fund account for Lamar Billboards.

Motion: Zach Martinez Secoded: Robin Cross Carried

Agenda:

Old Business: No old business

New Business: Candace approached the town of Glenrock about the horse mascot and it was decided that Main Street will go to the community to get more information on what the community wants concerning the marketing of the horse.

Other Business: National High School Rodeo Program – full page ad - \$1,790
Motion: Carl Kusters Seconded: Candace Benedetta Carried

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @ 5:41 p.m.

Next Meeting: May 16th h at 5:00 pm at Fairgrounds (outside if it is nice).

Submitted to file by:



Jamie D. Sullivan, Interim Secretary

Converse County Tourism and Promotion Board Attendance Sheet: April 18, 2023 at WY State Fairgrounds Boardroom

Channis Tagart
Robin Cross
Kim Pexton
Carl Kusters
Jamie Sullivan
Candace Benedetta
Zach Martinez

Guests:

Jen Womack – Sagebrush Marketing
Chevy Meyer – Elevate Glenrock
Kris Mitchell – State Fair