

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

Date: May 16, 2023

Call to order: Chair Kim Pexton called the meeting to order @ 5:00 p.m.

General:

Fair Manager Report: Courtney Conkle – WSF Director submitted a grant application requesting the \$40,000 the board earlier budgeted for State Fair 2023. The dollars will be used to advertise the upcoming Wyoming State Fair.

Motion: Candace Benedetta Seconded: Karissa Goosen Carried

Grant Requests: Converse County Fair – July 15-23, 2023 - \$4,500 – Reba Talbott presented. The fair will be working with the Douglas Budget and Glenrock Independent on a print and digital campaign. The campaign will also include targeted social media advertising.

Motion: Carl Kusters Seconded: Candace Benedetta Carried

Glenrock Town Square Events – June 2-mid-August - \$7,830.50 – Candace Benedetta presented. Glenrock is hosting a summer series of concerts on Friday evenings in their new Town Square. Funds will be used for radio, print, and social media advertising in a targeted drive-market area around Glenrock. Dollars will also help advertise the Thursday evening movies. Candace Benedetta abstained from voting.

Motion: Carl Kusters Seconded: Karissa Goosen Carried

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

Motion: Robin Cross Seconded: Carl Kusters Carried

Financial Report: Invoices presented. We expected to receive \$17,898.94 in revenue for May 2023. Compared to last year which was \$10,258.28.

Motion: Candace Benedetta Seconded: Robin Cross Carried

Old Business: No old business

New Business: No old business

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @ 6:00 p.m.

Next Meeting: June 20th at 5:00 pm at The College Inn in downtown Douglas.

Submitted to file by:

Jen Womack, Sagebrush Marketing LLC

Converse County Tourism and Promotion Board Attendance Sheet: May 16, 2023 at WY State Fairgrounds Boardroom

Robin Cross

Kim Pexton

Carl Kusters

Candace Benedetta

Guests:

Jen Womack – Sagebrush Marketing

Kris Mitchell – State Fair

Courtny Conkle – State Fair