

CONVERSE COUNTY TOURISM PROMOTION BOARD
REGULAR MEETING

NOVEMBER
2023

Board members: Jane Garber (6/2026, At Large - Chair
Carl Kusters (6/2024, County) – Vice Chair
Robin Cross (6/2024, Douglas) - Treasurer
Jamie Sullivan (6/2024, Douglas) - Secretary
Karissa Goosen (6/2025, County)
Zach Martinez (6/2025, Douglas)
Lyle Hunt (6/2026, Glenrock)
Candace Benedetta (11/2025, Glenrock)
J.D. Cox (6/2026, County)

Date: November 14, 2023

Call to order: Jane Garber called the meeting to order @ 5:03 p.m.

General:

Grants: No grants this month

Fair Manager Report:

They have a partnerships and events position and an operations position open at the fairgrounds. They informed the board of the numerous awards the fair has won this year including fair manager of the year and small rodeo of the year. They thanked the board for all the help with advertising for the fair.

Sagebrush Marketing Report:

Jen Womack stated that the lodging tax revenue looked like it was down because of another column added to the department of revenue report that didn't get included in the numbers. Finding the mistake means that the board will get an additional \$130,000. The fall tourism conference was fantastic. One of the concepts she came back with was, "before you seek new visitors, take care of the ones you have". She discussed with the board what partnerships we can form to get the grant money used in a timely manner. Morryah from The Enterprise will be asked to come to the December meeting to discuss economic impact. Jen also went over the spring/summer co-op buy with the board and asked for \$42,000 for that.

Motion: Candace Benedetta Seconded: Carl Kusters Motion Carried

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

Motion: Karissa Goosen Seconded: Lyle Hunt Motion Carried

Financial Report: Invoices presented.

Motion: Candace Benedetta Seconded: Carl Kusters Motion Carried

Old Business:

Bikes are all here in Ft. Steele and Ft. Laramie. There is a \$100 standard listing fee for Purple Wave and a rep will come and take pictures and post them on the site. The board decided to list it as all or none. J.D. stated that we may not be charged as a government entity but Jane will check with them about the \$100 fee when she calls. The board decided to make a motion for the funds in case they are needed

Motion: Carl Kusters Seconded: J.D. Cox Motion Carried

New Business

Lyle and Candace presented ideas about using the funds set aside for the Glenrock horse that didn't get used. They met with Main Street and came up with a pony express rider riding a t-rex. They would have 10x15 feet steel signs at both exits which would cost roughly \$13,000. They would like a big T-Rex at town square that kids could ride and play on. They have plans to relocate the Paleon museum and keep it open more. Candace presented information to the board about 10 interactive signs to be placed around Glenrock. The cost for those would be \$15,000. The board decided to table the discussion until the December meeting.

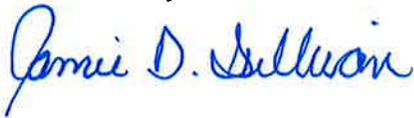
Other Business: Jamie Sullivan reported on The Enterprise. Candace reported on Main Street in Glenrock and their upcoming events. J.D. Cox reported on the City of Douglas and the Arts Council.

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @ 6:33 p.m.

Next Meeting: November 19th at Ruthe James building at the Fair Grounds

Submitted to file by: Jamie D. Sullivan, Secretary



Converse County Tourism and Promotion Board Attendance Sheet: November 14, 2023 at Ruthe James

Jane Garber

Lyle Hunt

J.D. Cox

Karissa Goosen

Candy Benedetta

Carl Kosters

Jamie Sullivan

Guests:

Jen Womack – Sagebrush Marketing

Courtney Conkle – State Fair

Kota Provence – State Fair