

**CONVERSE COUNTY TOURISM PROMOTION BOARD
REGULAR MEETING**

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: December 19, 2023

Call to order: Jane Garber called the meeting to order @ 4:56 p.m.

General:

Grants: No grants this month

Fair Manager Report:

Kota stated that the City of Douglas is putting together an emergency announcement system with all the digital signs throughout Douglas and would need the boards approval to use the digital sign located on the fairgrounds. These announcements would be for snow events, road closure, etc within the city limits.

Motion: Candy Benedetta Seconded: Zach Martinez Motion Carried

Courtney and Kota brought the awards that they won to show the board which are very nice and worth high honors. She also indicated that our State Fair has been selected as one of five finalists for innovation excellence in fair management which is exciting news. Every award and recognition just helps to bolster our state fair and our local economy.

Sagebrush Marketing Report:

Jen Womack stated the grant dollars from the state need to be used by June 30, 2024 so that the board can be in line to apply for the grant again. There was some discussion about how to use the grant money based on the email suggestions that Jen sent out. The board decided on the following projects to use the grant money: Motion to fund the Glenrock historical signs project in the amount of \$15,000.

Motion: J.D. Cox Seconded: Zach Martinez Motion Carried

Motion to purchase the statue of Harriette in the amount of \$32,000.

Motion: Jamie Sullivan Seconded: Candy Benedetta Motion Carried

Motion to use the remaining balance to fund a new buy for Camp Douglas.

Motion: Candace Benedetta Seconded: J.D. Cox Motion Carried

The remaining projects that were discussed such as the mural project that the Arts and Culture group is putting together may be a good use of the funds from the next grant as well as getting hold of our board partners and letting them know we have funds available and that they can apply for them.

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

Motion: Candy Benedetta Seconded: Zach Martinez Motion Carried

Financial Report: Invoices presented.

Motion: J.D. Cox Seconded: Candy Benddetta Motion Carried

Old Business:

Bikes are sold as of December 19th for a total of \$800.

Glenrock dinosaur and trails signage: Trails signs previously approved. Jane commented that Glenrock (and Douglas) need to work on what they have to offer, such as museums being open, before advertising them on the interstate with signage.

Other Business:

Enterprise – no report

Elevate – Candy reported that they are currently advertising for a new director as the old one was let go. Winterfest went well which included the parade.

Main Street – Candy reported that they finished their Elf on a Shelf event and had 705 people participate. They will have their business network series and education event in January. A second mural will be completed that will be on four boards in Town Square. It will be wings and the town name. Grant dollars were used for that purchase.

City of Douglas – J.D. stated that they closed the deal on “Murphy’s Wall” and there will be a community meeting in February to get ideas of what to do with it. They signed an agreement with Retail Coach that will help local businesses expand their operations. The Enterprise approved housing, labor and market analysis studies. Water is our #1 problem in Douglas and the city is working on that issue as well. J.D. introduced Hailey Sorg with UW Extension and she gave the board information on a work initiative that they are working with the city and the outdoor enthusiasts as a capstone for UW graduates this spring.

New Business:

The board was supposed to put a bid out for a marketing contract in November. There was discussion on what the bid should look like including one for marketing and one for administrative and also if there should be a paid position. Candy stated that she will call around to other tourism boards in the state to see what they are doing. It was decided to ask Berkley Young to Zoom in the meeting in January and give the board some insight. Jen will also email Berkley's last report to the board that he gave a few years ago. J.D. asked if we could postpone the bid going out until we had more information. The board decided to have a work session before the January 16th meeting at Ruthe James building. Jane will send out an email confirming the session.

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @ 6:48 pm.

Next Meeting: January 16th at Ruthe James building at the Fairgrounds.

Submitted to file by: Jamie D. Sullivan, Secretary



Converse County Tourism and Promotion Board Attendance Sheet: December 19, 2023 at Ruthe James

Jane Garber

J.D. Cox

Candy Benedetta

Jamie Sullivan

Zach Martinez

Robin Cross

Guests:

Jen Womack – Sagebrush Marketing

Courtney Conkle – State Fair

Kota Provence – State Fair

Hailey Sorg – UW Extension