

**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 (6/2024, Douglas)
Lyle Hunt (6/2026, Glenrock) - Resigned
Candace Benedetta (11/2025, Glenrock)
J.D. Cox (6/2026, County)

Date: February 20, 2024

Call to order: Jane Garber called the meeting to order @ 5:05 p.m.

General:

Grants: Jenn Rasmussen is the new visitor's center director and came along with Jennifer Goodwin and we introduced to the board. Jackalope Days is June 7-9. The community awards will be incorporated into the MHCC Block party on Sunday. Request for \$5,138.50.

Motion: Candace Benedetta Seconded: Karissa Goosen Motion Carried

Fair Manager Report: No report

Sagebrush Marketing Report:

Jen Womack stated the state tourism conference is coming up next week. She did a study around the county of hotel rooms and campgrous spots to know what is available. The board needs to get welcome bags put together to give out to visitors.

Previous Month's Minutes: Minutes from January 2024 presented.

Motion: Robin Cross Seconded: Candace Benedetta Motion Carried

Financial Report: Financial report was presented.

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

Tamara Lehner from the library attended the meeting to give the board information about an event on April 25 and 26 centered around Sir Barton with an author and film maker at the library. Temple Grandin will also be here on August 6th to speak on innovation along with the Wyoming Symposium exhibit at the library. She will put together a proposal for advertising for the next board meeting.

Old Business:

Marketing and administrative responsibilities – The board went through some items that the Enterprise could take back over and how to separate the administrative from the marketing duties. It was discussed about having a full time executive director instead of an admin. There will be a special meeting at noon on March 1st for those who can attend to discuss this position more so that the questions can be brought to the meeting with the state tourism consultant the next week.

Statues – Arts and cultural council suggested the island in front of the boys and girls club as a possible location. The board didn't like this location because the purpose of the statues is to draw visitors into the downtown area. The decision was to ask the council to come to the next board meeting. Jamie Sullivan will get the invite out to them.

New Business:

Candace and Jane are going to the tourism conference.

There was a request to host the fall summit in Douglas but the bid has to be in by March 15th. There isn't enough time to pull it together and not enough hotel rooms in Douglas for the event. It would also require catering. The board voted no on hosting the event.

Reports: There is a bike race called Cowboy Crusher on July 13th. It starts in Glenrock and goes all over Glenrock and Converse County. There will be music and vendors in the park. www.cowboycrusher.com

Glenrock is working on the historical sign project. The price is over budget at the moment so they will need to scale back or ask for more money from the funding stream.

Public Comments: None

Adjournment: There being no further business, the meeting was adjourned @ 7:00 pm.

Next Meeting: March 19th at Glenrock Town Square with a possible tour of the Paleon.

Submitted to file by: Jamie D. Sullivan, Secretary



Converse County Tourism and Promotion Board Attendance Sheet: February 20, 2024 at Ruthe James

Jane Garber
Carl Kusters
Jamie Sullivan
Robin Cross
Karissa Goosen
Zach Martinez
Candy Benedetta
J.D. Cox

Guests:

Jen Womack – Sagebrush Marketing
Jenn Rasmussen – Visitor's Center
Jennifer Goodwin – Enterprise
Tamara Lehner – Converse County Library