

**GOSHEN COUNTY TOURISM PROMOTION JOINT POWERS BOARD**

Board Meeting

Minutes of Tuesday, February 19th, 2019

**Members Present:**

Tom Baker  
Chair, Sarah Chaires  
Secretary, Sarita Hansen  
Treasurer, Marisa Johnson  
Ashley Lay

**Members Absent:**

Vice Chair Callie Allred  
Dan Ellis  
Jennifer Lanier

**Staff Present:**

Ashley Harpstreith  
Sandy Hoehn

**Public Present:**

None at this time.

**CALL TO ORDER**

Chair, Sarah Chaires called the meeting to order at 12:18 pm

**APPROVAL OF MINUTES**

Consent agenda and minutes from the last board meeting were presented for approval.

**Motion:** Upon motion made by Treasurer, Marisa Johnson, seconded by Tom Baker, motion carried, the minutes of January 15<sup>th</sup>, 2019 Board Meeting minutes were approved as presented. Motion approved.

**TREASURER'S REPORT**

Treasurer, Marisa Johnson presented a financial report. Highlights included profit and loss, up to date balance sheet indicating cash balance carrying forward, individual transactions for FY 2019. Marisa noted that when the signage project is complete, we will be over budget until the Progress Program grant is paid out.

**Accounts Payable**

GCEDC - \$3,716.66--January Expenses  
    Marketing/Visitor Center Operations (\$1,250.00)  
    Marketing/Tourism Brand Management (\$1,666.66)  
    Board and Financial Administration (\$550.00)  
    Grant Administration (\$250.00)  
Visitor Center rent -- 21<sup>st</sup> & Main (\$416.66)  
Sandy Hoehn - Mileage -- Tourism Conference (\$103.55)  
GCEDC - Dinner -- Tourism Conference (\$8.47)  
GCEDC - Conference Charge -- Tourism Conference (\$598.50)  
GCEDC - Lodging- Little America -- Tourism Conference (\$305.80)

**Motion:** Upon motion made by Tom Baker, seconded by Sarita Hansen, motion carried the Treasurer's report and accounts payable approved as presented. Motion approved.

## **UNFINISHED BUSINESS**

### **Grant Worksheet**

Chair, Sarah Chaires reviewed the grant worksheet and noted that most grant requests came in under budget leaving an extra \$6,374.49 funds in the budget for next year.

### **Progress Program Grant**

Chair, Sarah Chaires informed the board that the Progress Program grant was approved, and the grant application fee was waived.

### **Goals of the Sticker Program**

Discussion ensued for the goals of the sticker program, the board agreed the goal should be to distribute all stickers in two years.

### **WOT Conference and Legislative Updates**

CEO, Ashley Harpstreith updated the board on the Tourism conference and the legislative season. She answered any questions that the board had.

Community Development Director, Sandy Hoehn informed the board that GCEDC will be ordering a 3-D camera to market tourism spots throughout Goshen County. GCEDC will also be assisting businesses with updating their Google, GoGoshen.net, Facebook, Wyoming Office of Tourism, and YELP listings.

GoGoshen.net page – all were encouraged to provide information about standing events and other publicity opportunities for advertising on the website.

### **WYO-Made Box**

The WYO-Made box used for Wyoming Office of Tourism (WOT) promotions was presented and suggestions for community ideas for locally made products were encouraged.

### **Women Events**

A summary of the WOT Women's Suffrage campaign was provided and story recommendations on women throughout Goshen County were sought.

## **NEW BUSINESS.**

### **Board Comments**

None at this time.

### **Public Comments**

None at this time.

## **ANNOUNCEMENTS**

- a. **Next Board Meeting – Tuesday, April 16th, 2019, 12 pm, 21<sup>st</sup> & Main – The Loft**

## **ADJOURNMENT**

There being no further business to come before the board, Chair Sarah Chaires adjourned the meeting at 12:50 pm.