

**Goshen County Tourism Promotion Joint Powers Board  
Board Meeting, Tuesday, July 10<sup>th</sup>, 2018  
MINUTES**

The Goshen County Tourism Promotion Joint Powers Board held a board meeting Tuesday, July 10<sup>th</sup>, 2018 at 21<sup>st</sup> & Main in Torrington, Wyoming. **Members present:** Chair Johanna Abernathy, Vice Chair Marisa Johnson, Treasurer Lynn Schukei, Tom Baker (by phone), Sarah Chaires, Sarita Hansen, Callie Allred and Jennifer Lanier **Members Absent:** No members absent **Guests Present:** Ashley Harpstreith and Sandy Hoehn **Public Present:** Cameron Ross, Strategic Partnerships Senior Manager; Wyoming Office of Tourism, Lauren Eimers, Industry Relations Manager; Wyoming Office of Tourism

**CALL TO ORDER**

Chair Johanna Abernathy called the meeting to order at 5:33 pm

**WYOMING OFFICE OF TOURISM**

Cameron Ross introduced Lauren Eimers as the new Industry Relations Manager for the Wyoming Office of Tourism. Cameron explained the coop program, newsletter, and webinar training. As well as the international campaigns that the Wyoming Office of Tourism is distributing world wide this year. Cameron presented the occupancy rates for the state and our region. The state of Wyoming is at 55% and for Goshen, Weston, Crook, Platte and Niobrara Counties it is at 58%.

**ELECTION OF OFFICERS**

Johanna Abernathy nominated Sarah Chaires for Chair, Callie Allred volunteered for Vice-Chair, Lynn Schukei is continuing as Treasurer, and Sarita Hansen volunteered for secretary.

**Motion:** Upon motion made by Johanna Abernathy, seconded by Marisa Johnson, motion carried, for the FY 2019 executive committee. Motion approved.

**APPROVAL OF MINUTES**

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

**Motion:** Upon motion made by Treasurer Lynn Schukei, seconded by Jennifer Lanier, motion carried, the minutes of May 8<sup>th</sup>, 2018 were approved with corrections. Motion approved.

**TREASURER'S REPORT**

Treasurer Lynn Schukei presented a financial report. Highlights included profit and loss, up to date balance sheet indicating cash balance carrying forward, individual transactions through for FY 2018.

**Accounts Payable**

GCEDC - \$3716.66– July 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)

Budgeting; Weisshaar & Associates, LLC (\$400.00)

Budget Hearing Notice, Torrington Telegram (\$82.50)

**Motion:** Upon motion made by Jennifer Lanier, seconded by Marisa Johnson, motion carried, the Treasurer's report and accounts payable were approved with GCEDC amount changed to \$3,716.66 to reflect the new budget changes. Motion approved.

## **Visitor's Center Report & Board Administrative Services Report**

Visitor's Center Report & Board Administrative Services Report was presented to the board by Ashley Harpstreith and Sandy Hoehn.

## **UNFINISHED BUSINESS**

### **Grant Reimbursements**

National Circuit Finals Steer Roping (\$1,871.74) it was recommended by the board to table this grant reimbursement and a letter be sent for a more complete narrative.

Little Britches Rodeo (\$5,911.97) had a complete application and the board moved to approve reimbursement.

**Motion:** Upon motion made by Treasurer Lynn Schukei, seconded by Secretary Sarita Hansen, motion carried, to approve Little Britches Rodeo \$5,911.97 grant reimbursement request. Motion approved.

## **NEW BUSINESS.**

### **Conflict of Interest Agreement**

The board signed and returned their conflict of interest form. We are still needing Tom Baker to turn one in.

### **Visitor Center Lease**

Visitor Center Lease was presented. The board approved the lease agreement with notary form. Chair Sarah Chaires will come to GCEDC to sign the updated lease with a notary.

### **LTB-GCEDC Contract**

Executive session ensued. When the board returned to their regular meeting discussion ensued on the Grant Administration portion of the contract. It was decided that there was only going to be two grant cycles and GCEDC would be paid \$1500.00/ grant cycle. If grant cycle requires over 30 hours the GCEDC can charge the board \$50/hour with board approval. GCEDC will still be required to track grant hours. Grant recipients will be allotted two visits/submissions per grant cycle.

New Contract yearly payment:

- Visitor Center & Fulfillment Services - \$15,000.00
- Provide tourism brand manager services - \$20,000.00
- Board & fiscal administration - \$6,600.00
- Administration of grant program - \$3,000.00

**Motion:** Upon motion made by Callie Allred, seconded by Marisa Johnson, motion carried, to approve LTB-GCEDC updated Contract. Motion approved.

## **WTLC**

Ashley Harpstreith presented the membership for WTLC the board felt that it would be a good investment. Board agreed to pay \$100 for a membership. Discussion ensued on meeting dates for board orientation. Board orientation will be held July 18<sup>th</sup> either 4-6 pm or 5-7pm.

**Motion:** Upon motion made by Johanna Abernathy, seconded by Jennifer Lanier, motion carried, to approve payment of WTLC membership. Motion approved.

## **Meeting Time/Dates**

Board discussed new meeting dates. The board would like to have board meetings during lunch on every third Tuesday. It was decided by the board that our new board schedule will be lunch time on every third Thursday of the month.

**Board Comments**

Jennifer Lanier stated that the town of Fort Laramie has had a new Mayor appointed and they were also thinking about where a directional sign would best be placed for tourism traffic.

**Public Comments**

No public comments.

**ANNOUNCEMENTS**

- a. **Board Orientation- Wednesday, July 18th, 2018, 5 pm, 21<sup>st</sup> & Main – The Loft**
- b. **Next Board Meeting– Tuesday, August 21<sup>th</sup>, 2018, 12 pm, 21<sup>st</sup> and Main - The Loft**

**ADJOURNMENT**

There being no further business to come before the board, President Chair Sarah Chaires adjourned the meeting at 7:43 pm.