

CAMPBELL COUNTY LODGING TAX JOINT POWERS BOARD

Curtis Burdette, Chair

Ken Barkey, Vice Chair

Kasie Wanke, Secretary/Treasurer-Absent

Deb Schroeder, Member (called in)

Paula Strohschein, Member

Betsy Jones, Member

Mary Beth Flanders, Member

Jessica Seders, Executive Director

CAMPBELL COUNTY LODGING TAX JOINT POWERS BOARD

Meeting Minutes

Thursday, June 18, 2019 3:00PM

GAMB Ponderosa Room

- I. Campbell County Commissioners joined the Lodging Tax Board for their quarterly meeting at 3pm.
 - Financials – Jessica shared the end of FY2019-20 financials.
 - COVID Impact – Jessica shared that the number of visitors to the Visitors Centers in both Gillette and Wright have decreased from 500 at this time last year to 100. Because of this both Visitors Centers have reduced hours in order to save on expenses. At this time the CVB has reduced its budget by 30%.
 - 2% Lodging Tax, November Ballot – Vote Tabled. Much discussion was had around the new statewide lodging tax and how the law requires it to be carried out including the ballot language. Jessica will work with Carol Seeger and Susan Saunders on the ballot language. The City and County will vote on the ballot resolution in their July 7 meeting and the Town of Wright will vote in their July 13 meeting. All three resolutions will be turned into Susan Saunders by July 15.
 - Visitors Center Relocation – Jessica explained that in order to continue to save more money and tighten expenses as well as provide a more appealing location for visitors, the Gillette Visitors Center is moving into the Chamber of Commerce building downtown on Gillette Ave by the second week in July.
 - Annual Report Video – Jessica will email out the Annual Report video to the commissioners.
- II. Chair Curtis Burdette called to order the organizational meeting of the Campbell County Lodging Tax Joint Powers Board at 4:10pm.
- III. Member Mary Beth motioned to approve the Consent Agenda. Board Member Betsy seconded the motion. Motion carried 5-0.
 - Meeting Agenda (Tab 1)
 - Payment Vouchers
 - May 28, 2020 Meeting Minutes (Tab 2)
 - Treasurer’s Report-
 - Lodging Tax Distribution Detail Report YTD (Tab 3)
 - Bank Account Balances:
 - As of 5-31-20: Checking \$64,196.63; Registration Account \$0.15. TOTAL \$64,196.78. WGIF CD’s TOTAL \$245,000; WGIF CD2 TOTAL \$200,877.54; WGIF Bank Account \$74,434.66. GRAND TOTAL \$584,508.98*. *Includes \$517.00 Scholarship Fund. 10% MOU Savings Account Balance \$22,486.28. **ALL ACCOUNTS GRAND TOTAL \$606,995.26.**
 - May 2020 Financials
 - Executive Director’s Report- May/June
 - Sales and Event Coordinator’s Report- May/June
 - Office Manager/Marketing Reports – May/June
- IV. Board Member Comments to Report: Curtis reported that the ECEDC is really busy helping businesses through this time building jobs. Betsy said thank you to the board and staff for the windchime in memory of her parents. Paula reported that Wright is doing ok, a little slow. Mary Beth said that her hotel has been busy with the ball tournaments and she was thankful to have them.
- V. New Business:
 - Kurt Box – Adbay: Kurt shared his plan for the FY2020-21 marketing strategy. Member Betsy motioned to approve a 2 year contract with Adbay. Member Paula seconded. Motion carried 5-0.

- VI.** Old Business:
- New Building Location – Jessica explained the new building location in the meeting with the commissioners. Chair Curtis said that he is working on a MOU between the Chamber and the CVB that will need to be approved by the board at the next meeting or if we thought we needed it signed before the Sept meeting we could call a special meeting.
 - Optional Lodging Tax Ballot/PAC Update – Curtis said that the majority of what needed to be discussed was covered in the commissioner meeting but he did explain the document he created that shows a 5 year history and projection of ROI numbers that will be helpful as educational materials.
 - DestinationNext Surveys/Findings and Strategic Plan Report-Out Discussion – Curtis explained Berkeley Young offered to help with board or other trainings/studies but Curtis said that the focus for now will have to be the upcoming ballot in November.
- VII.** Christen B shared her recent conference that was changed to an online format. She was able to participate in 31 appointments with travel coordinators. The focus is now on domestic travel. She is working on creating last minute deals and itineraries that will be posted on our website to help encourage visitors to stay overnight. She is also going to create an online virtual coupon code.
- VIII.** There was no Executive Session required.
- IX.** The meeting was adjourned at 4:50pm.

Next Lodging Tax Board Meeting- Thursday, September 17, 2020 at 3:00pm, GAMB Ponderosa Room. County Commissioners Quarterly Update at 3pm followed by the Lodging Tax Board Meeting at 3:30pm

Minutes submitted by: Jessica Seders, Executive Director

Signed by: _____ Date: _____
Curtis Burdette, Chairman

Signed by: _____ Date: _____
Ken Barkey, Vice Chair