

CAMPBELL COUNTY LODGING TAX JOINT POWERS BOARD

Kasie Wanke, Chair (P)
Deb Schroeder, Member (Zoom)
Shelly Besel, Member (P)

Betsy Jones, Vice Chair (P)
Paula Strohschein, Member (Zoom)
Jessica Seders, Executive Director

Mary Beth Flanders, Secretary/Treasurer (P)
Jeff Esposito, Member (P)
Stephanie Murray, CEM

CAMPBELL COUNTY LODGING TAX JOINT POWERS BOARD

Meeting Minutes

Thursday, March 17, 2022 3:30PM

Cam-Plex, Office Board Room

- I. **CALL TO ORDER:** Commissioner Maul called to order the organizational meeting of the Campbell County Lodging Tax Joint Powers Board and Quarterly County Commissioners Update Meeting at 3:05pm.
- II. **CAMPBELL COUNTY COMMISSIONERS QUARTERLY UPDATE**
- Financial Updates
 - i. Lodging Tax Calendar Year-End Numbers – Jessica shared that 2021 calendar year-end numbers increased by 52% or \$362,732. Those final numbers were in line with what was predicted increasing the Lodging Tax collection from 2% to 4%. Jessica shared the CCCVB's 2021 Annual Report Data.
 - ii. 10% MOU Account Balance - \$697,124.21
 - Tourism Master Study Update – Jessica explained that the final Steering Committee Meeting for the study will be tomorrow, March 18. As of now the priorities are as follows: 1) Cam-Plex Enhancements, 2) Local PR Campaign for Sports and Tourism, 3) Creation of a new Sports Commission, 4) Energy Capital Sports Complex Enhancements, 5) Development of an Energy Industry Attraction. These priorities could change according to what the Steering Committee decides tomorrow at the final meeting.
 - Sports Tourism Study Update – Jessica explained that the City of Gillette asked for the CCCVB to hire Jon Schmieder to conduct a study to find out if further build-outs at ECSC would have a positive ROI. The draft of the report is due to the CCCVB next week. Those results will be shared with the STAT group and the City of Gillette.
 - Grants Awards Updates – The budget for Grants is a Fiscal Year, but comparing CY2020 to CY2021 the CCCVB has granted 323% more or \$66,500 more in grant awards. Of that 80% have been to Sports Tourism related events.
 - International Pathfinder Camporee – Jessica shared that in 2021 they had 21 site visits with 292 people visiting that we know of. Jeff shared that Frank Stevens is currently working on the contract between Camporee and Cam-Plex, once it is completed with him it will go to the City. County needs to start work on the Night-time Program site but needs a contract before work can begin.
 - Cam-Plex – the County Commissioners and Cam-Plex discussed additional funding for the National High School Finals Rodeo.
 - County Commissioner Updates concluded at 3:30pm
- III. **APPROVAL OF CONSENT AGENDA:** Vice Chair Betsy motioned to approve the Consent Agenda. Member Shelly seconded the motion. Motion carried 7-0.
- Meeting Agenda (Tab 1)
 - Payment Vouchers
 - January 20, 2022 Meeting Minutes (Tab 2)
 - Treasurer's Report-
 - Lodging Tax Distribution Detail Report YTD (Tab 3)
 - Bank Account Balances:
As of 2-28-22: Checking \$56,257.38; Registration Account \$0.15; 10% MOU Savings Account Balance \$138,458.17
TOTAL \$194,715.55. WGIF CD's TOTAL \$296,000; WGIF CD2 (10%) TOTAL \$201,124.21; WGIF CD3 (10%) \$200,000; WGIF Bank Account \$28,073.34. **GRAND TOTAL \$725,197.55***. *Includes \$517.00 Scholarship Fund.
ALL ACCOUNTS GRAND TOTAL \$919,913.10.
 - February 2022 Draft Financials (Tab 3)
 - Executive Director's Report: February (Tab 4)

- Community Engagement Manager Reports: February (Tab 4)
- IV. BOARD MEMBER COMMENTS:** Board Members Jeff and Betsy attended the Board Training provided by the City of Gillette and Campbell County Government.
- V. NEW BUSINESS:**
- GRANT APPROVALS (Tab 5):
 - Wicked 307 Fast Pitch Winter Blast: \$2,000
 - 307 Horseracing – Indian Relay Races: \$2,000
 - 307 Horseracing: \$3,000
 - Adon Ranch Productions Spring Fling: \$1,500
 - Gillette Hockey Association Bantam State Tournament: \$2,200
 - Board Member Paula made a motion to approve the 5 grant applications at the above amounts. Board member Jeff seconded the motion, the motion carried 7-0.
 - Marketing Updates:
 - Website
 - Billboards
 - Movie Screens
 - Radio Ads
 - Community Maps – Board Member Jeff offered locations around Cam-Plex for the Community Maps as well as slides for the TVs
 - Visitor Guide
 - Downtown Guide
 - Kalen Advertising Contract Ends June 30, 2022 – Jessica submitted a public notice to the News Record to run this Saturday asking for RFPs. The board will review any submissions at the May 26th meeting.
 - 2021 Annual Report – copy provided for review
 - TAP (Travel Alliance Partners) Dance Conference (May 23-25) with WOT and Carbon CO CVB – Stephanie will be attending to represent the CCCVB.
 - Chamber Home Show, March 19 & 20 – CCCVB will have a table at the show
 - Summer Tours – Stephanie shared that we have met with Eagle Butte Mine and tours will be 5 days a week again. Durham Ranch is adding days this year and is advertising group tours outside of the scheduled days.
 - Wright Visitor Center – Jessica and Stephanie met with the Wright Visitor Center staff. It will be open 7 days a week beginning Memorial Day running through Labor Day.
- VI. OLD BUSINESS:**
- Savor 17 Week Recap – the event seemed to be well received. 11 participated this year, up from 7 in 2020. People that shared photos on social media will go into a drawing for \$50 gift cards from each location.
 - Sports Tourism Study Update: See above update
 - Tourism Master Plan Study Update: See above update
 - International Pathfinder Camporee Update: See above update
- VII.** No visitor comments.
- VIII.** Board Vice Chair Betsy made a motion to adjourn the regular meeting at 4:24pm and go into Executive Session to discuss Real Estate. Board Secretary/Treasurer seconded the motion, motion carried 7-0.
- IX.** Executive Session Adjourned at 4:29pm.
- X.** After the Executive Session concluded the board entered back into the regular session to discuss a Letter of Intent to purchase the property at 301 S Gillette Avenue for the appraisal price. The City of Gillette is negotiating the purchase because the CCCVB is not able to purchase capital such as buildings.
- XI.** The meeting was adjourned at 4:39pm.

Nest STAT Meeting – Thursday, April 7, 2022 at 2pm, Cam-Plex

Wyoming Business Council Community Tour – Monday, April 18. CCCVB leading tour.

Next Lodging Tax Board Meeting- Thursday, May 26, 2022 @ Cam-Plex Energy Hall Conference Room. 3:30pm – Lodging Tax Joint Powers Board Meeting. Items to be discussed – Draft 22/23 Budget Review, Marketing RFPs, Grant Applications.

Jessica Vacation, March 25-April 1

Jessica National Main Street Conference, April 12-19, Richmond, VA

Stephanie TAP Dance Conference, May 23-25, Branson, MO, with WOT and Carbon Co CVB

Minutes submitted by: Jessica Seders, Executive Director

Signed by: _____ Date: _____
Kasie Wanke, Board Chair

Signed by: _____ Date: _____
Elizabeth Jones, Vice Chair