

Visit Cheyenne Board Meeting
Tourism Promotion Joint Powers Board
April 11, 2018; Cheyenne Depot

Board members present were Barry Sims, Tony O'Brien, Wendy Volk, Jim Osterfoss, Randy Bastion, Jerrie Gehrman, and Lisa Murphy. Staff and guests included Darren Rudloff, Councilman Pete Laybourn, and Commissioner Ron Kailey.

I. Board Meeting

Chairman Sims started the meeting at 11:35 am. Volk made a motion to accept the minutes from the February board meeting, Gehrman seconded, and the motion carried. Rudloff described the largest vouchers from the past two months for the Visit Cheyenne, Trolley, and Convention Services accounts. Volk made a motion to accept the vouchers, O'Brien seconded, and the motion carried. Treasurer Volk described the recent monthly financial statements. Volk made a motion to accept the financials, Gehrman seconded, and the motion carried. Rudloff described Visit Cheyenne and industry performance measures.

II. New Business

A. Marketing and Sponsorship Grant Applications – The Marketing Grants Committee reviewed three applications and made the following recommendation to the Board: 1) \$1,000 marketing grant to the Old West Museum's "The Lensmen Project", 2) \$2,000 marketing grant to the DeLancey Team Roping Summer Series, and 3) \$500 marketing grant to the Cheyenne Gunslingers with suggestions for improving their show.

Volk made a motion to accept the recommendations of the Grants Committee, Murphy seconded, and the motion carried.

B. Budget Adjustments – In light of revenues exceeding the current year's budget, Rudloff and Sims described a spreadsheet showing possible expenditures and encumbrances for future projects. After discussion, Osterfoss made a motion to provide 3% of last year's spending (about \$53,000) back to local governments with the City of Cheyenne's share to go to the Depot Splash Pad. Volk seconded the motion, and it passed the full board.

The board chose to continue deliberations on other future encumbrances at the June board meeting.

C. Lodging Tax Election Steps – Rudloff presented an action plan / timeline for renewing the Laramie County lodging tax. The first step is to request that the County Commissioners place the lodging tax issue on the November ballot. Volk made a motion to request that the Commissioners put the issue on the ballot, O'Brien seconded, and the motion carried.

D. FY 2018 End-Of-Year Activities – Sims and Rudloff described the planned end-of-year activities of Visit Cheyenne regarding preparation and approvals of the FY 2019 Business Plan and Budget.

E. Depot Water Feature Update – Rudloff briefly described the fundraising efforts for the Depot Splash Pad.

IV. Reports

A. Director's Report: Rudloff gave an update on a variety of projects including the How to Promote Your Event training, the upcoming WY Recreation and Parks Association Convention in Pine Bluffs, Cheyenne Restaurant Week survey results, and new meeting planner research to be undertaken in April. Rudloff also showed copies of the annual lodging surveys Visit Cheyenne conducts with area hoteliers.

IV. Adjournment

The meeting adjourned at 1:00 pm.