

# Goshen County Tourism Promotion Joint Powers Board Meeting

Meeting Minutes of January 17, 2022

Homesteaders Museum at 12:30 PM

## **Members Present**

Dan Ellis  
Sarita Hansen  
Diane Humphrey  
Scott Prusia  
Geri Zeimens

## **Members Via Phone**

Julianne Rogers  
Stacie Shroud

## **Staff Present:**

Moriah Harkins  
Brayden Connour

## **Guests Present:**

Madelon Daniels, President of Fort  
Laramie Historical Association

Sarah Chaires, Former Board  
Member

## **CALLED TO ORDER**

The meeting was called to order at 12:38 PM by Vice President Geri Zeimens. Board members and staff were welcomed.

## **ELECTION OF OFFICERS**

Vice President Zeimens called for nominations for the cabinet positions of the Goshen County Tourism Promotion Joint Powers Board for the calendar year 2023.

Scott Prusia was nominated for President by Vice President Geri Zeimens.

**Vote:** Scott Prusia as the President was unanimous approved.

Scott Prusia nominated Geri Zeimens to remain as Vice President.

**Vote:** Geri Zeimens as the Vice President was unanimous approved.

Geri Zeimens nominated Dan Ellis to remain as Treasurer for the term.

**Vote:** Dan Ellis as Treasurer was unanimous approved.

Secretarial and the administration of the board duties will be given to Goshen Economic Development pending further discussion.

## **APPROVAL OF MINUTES**

Minutes from the preceding meeting were absent and will be brought to the next meeting to be approved by the board.

## **TREASURER'S REPORT**

Sarah Chaires presented the treasurer's report. The finances were in the process of being gathered by the accountant and were not present for the meeting.

## **UNFINISHED BUSINESS**

### **Marquee/Signage**

President Scott Prusia would like to table that discussion until further notice. Pending the chance that there are more funds available.

### **Tourism Brand Manager Position/Visitor Center**

Brayden Connour, CEO of Goshen Economic Development, proposed that the Lodging Tax Board enter a contract with Goshen Economic Development. Brayden presented some of the possible details that the contract would have. Board discussion ensued.

**Motion:** Vice President Geri Zeimens motioned that the board enters the contract as presented by Goshen Economic Development through the end of June 2023. Stacie Stroud seconded it. Approved unanimously.

#### Trash Containers for Main Street

The board discussed the possible funding of trash cans for Torrington Main Street and used it as an advertising opportunity. Brayden Connour, GED, recommended that the board table the decision as the Main Street Advisory Board is looking into possibly taking over the project in full.

#### **NEW BUSINESS**

##### Grant Request for Fort Laramie Historical Association

President of the FLHA, Madelon Daniels, presented an advertisement purchased on behalf of Fort Laramie Historic Site in the German "America Journal". Daniels requested funding to split the cost of the advertisement.

**Motion:** Treasurer Dan Ellis motioned that the board accepts the total grant amount requested as presented by the FLHA for the requested amount of \$1700.00. Geri seconded it. Approved unanimously.

##### Grant Reimbursements: Fort Laramie Quilters

Sarah Chaires presented the board with the complete packet for the Fort Laramie Quilters grant reimbursement. They turned in a packet for their "Quilts along the Platte" Quilt show. The board discussed the reimbursement.

**Motion:** Vice President Geri Zeimens motioned that the board reimburses the Fort Laramie Quilters for the requested amount. Sarita seconded it. Approved unanimously.

#### **BOARD COMMENTS**

Vice President Geri presented a letter from Gary Olson requesting more funding for the Sportsman Club event.

Stacie Shroud said table tents were postponed until Spring and Summer because of a lack of events.

#### **PUBLIC COMMENTS**

There is a Torrington Board Member vacancy, and the Torrington Mayor asked for recommendations. Sarah Chaires recommended that they receive board training when the new board member is appointed. Sarah also suggested the board revisit their strategic plan to get reacquainted with it for the year.

Brayden Connour mentioned an event scheduled during the second weekend of May which may be a great opportunity to get heads in beds. It is called Stock Show U and confirmed 97 families have signed up for the event.

#### **ANNOUNCEMENTS**

Next Board Meeting will be on Tuesday, February 21st, at 12:30 pm, Location TBA.

#### **ADJOURNMENT**

The meeting was adjourned at 1:30 PM.