

CAMPBELL COUNTY LODGING TAX JOINT POWERS BOARD

Debby Zolnoski, Vice Chairman
Gradlyng Brooks, Secretary
Cory Bryngelson, Member

Brandi Harlow, Member
Charles Schlesselman, Member
Jeri Kemp, Member

Mary Silvernell, Exec Director
Open-Wright Appointee

MEETING AGENDA

Wednesday, January 7, 2015 2PM

- I. **CALL TO ORDER**
- II. **APPROVAL OF AGENDA/CONSENT AGENDA** (Tabs 1 and 2)
 - Payment Vouchers
- III. **APPROVAL OF MINUTES-** December 3, 2014 (Tab 3)
- IV. **TREASURER'S REPORT** (Tab 4)
 - Lodging Tax Distribution Detail Report (Up 40.4% YTD)
 - Bank Account Balances 12-31-14, Checking \$303,938.89; MM1 \$240,469.36; MM2 \$236,422.85;
TOTAL \$ 780,831.10. Reserve Policy Acceptable Amount-\$586,596.60. Overage \$194,234.50
 - Approve November, 2014 Financials (Tab 4)
- V. **NEW BUSINESS**
 - Welcome to Jeri, Arbuckle Lodge GM!
 - 2015 Board Officer Elections
- VI. **EXECUTIVE SESSION** (To discuss Personnel Issues)
- VII. **OLD BUSINESS**
 - Review Sub-committee's Sales Manager Position Proposal, Proposed Job Descriptions, Labor Budget Comparisons
 - Review Board Member Attendance Report/Recommendations (Tab 5)
 - Short Term Goals 2015 (Tab 6)
 - Advertising Buys Proposal/Local Rebranding Launch Proposal- Approvals Needed (Tab 6)
 - Application Forms for WGIF Accounts- Approvals and Signatures Needed
- VIII. **CCCVB DIRECTOR'S REPORT**
 - Upcoming Adbay Video Shoot January 15 and 16, 2015
 - Upcoming Historic Mine Byway Update/Public Meeting January 21, 2015
 - Proposed Name Change for Devils Tower
 - Traffic Attendance and Other Visitor Center Reports (Tab 7)
 - Latest Ads/Eblasts/CCCVB Media Stories
 - 2014 Personal Days Usage Year-End Report (Tab 7)
- IX. **BOARD MEMBER COMMENTS**
- X. **VISITOR COMMENTS**
- XI. **ADJOURN- *NEXT MEETING – February 4, 2015- Board Meeting- 2pm, GAMB, Gillette Avenue**

ABA Marketplac 2015, St. Louis- January 8-14, 2015/ WOT Content RFP Meetings in Cheyenne, February 15, 2015/Governor's Conference - February 8-11, 2015

"The mission of the Campbell County Convention & Visitors Bureau is to promote and provide monumental experiences for all visitors to Campbell County"