

Visit Cheyenne Board Meeting
 Tourism Promotion Joint Powers Board
 December 13, 2017; Cheyenne Depot

Board members present were Barry Sims, Wendy Volk, Lisa Murphy (via phone), Domenic Bravo, Randy Bastion, Jerrie Gehrman, Sonja Fornstrom, and Jim Osterfoss. Staff and guests included Darren Rudloff, Councilman Pete Laybourn, City Attorney Ben Rowland, and Auditor Rob Dickerson.

I. Board Meeting

Chairman Sims started the meeting at 11:38 am. Volk made a motion to accept the minutes from the October board meeting, Murphy seconded, and the motion carried. Rudloff described the largest vouchers from the past two months. Volk made a motion to accept the vouchers, O'Brien seconded, and the motion carried. Treasurer O'Brien described the recent monthly financial statements. Volk made a motion to accept the financials, Murphy seconded, and the motion carried. Rudloff described Visit Cheyenne and industry performance measures.

II. New Business

A. Financial Audit – Rob Dickerson of RLR presented the results of Visit Cheyenne’s FY 2017 annual audit. Mr. Dickerson stated that he was able to present an unqualified opinion with no areas of noncompliance under General Auditing Standards.

Volk made a motion to accept the audit, O'Brien seconded, and the motion carried.

	Visit Cheyenne	Railway Trolley
Revenues	\$1,745,640	\$134,964
<u>Expenditures</u>	<u>\$1,634,847</u>	<u>\$ 83,757</u>

B. 2018 Marketing and Sponsorship Grant Applications – Rudloff presented the following recommendations of the Grants Committee for funding.

Marketing Grants

Reformation Dance Company	\$1000
Sherman Hill Model Railroad Show	\$1,000
Cheyenne Depot Summer Events	\$7,000
Old Fashioned Melodrama	\$2,500
Hell on Wheels – Border Vigilantes	\$1,000
Ballet WY	\$1,000
Rev3 Cowboy Tough Race	\$ 500
Cheyenne ZombieFest	\$1,000
Africa MAAFA Remembrance Day	\$1,500
Tinsel Through Time	\$1,500
Cheyenne Arts Festival	\$2,000
Pine Bluffs End of the Trail Kite Festival	\$1,500
3 Day Event at Archer / Windy WY MSEA)	\$2,500

Sponsorships

Cheyenne Youth Hockey Association	\$1,500
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Cheyenne Symphony Orchestra	\$2,500
Western Carriages	\$9,000
CFD Western Arts Show	\$5,000
Cheyenne Extreme Weekend – Girls Softball	\$1,500
Cheyenne Stampede	\$5,000
Laramie County Fair	\$1,000

Volk made a motion to accept the recommendations of the Grants Committee, Gehrman seconded, and the motion carried. Bravo abstained on the vote regarding Tinsel Through Time and Fornstrom abstained from the vote on the Pine Bluffs End of the Trail Kite Festival.

Rudloff described Visit Cheyenne’s efforts to win statewide high school sports championships for cross country track and soccer for FYs 2019-23. He asked for sponsorship commitments for these years should Cheyenne win the bids: Soccer \$5,000/year; Cross Country \$2,500/year. Board members approved putting these commitments into the bids for these sports tournaments.

C. Consideration of Additional Expenditures and City/County Projects – Sims and Rudloff described options for investing unbudgeted carryover funds from the previous year. Volk made a motion to prepay one year’s office rent to avoid the depot’s rental escalation clause (\$46,139).

The Board then discussed options for Visit Cheyenne’s current partnership with the City of Cheyenne. After discussion, Bravo made a motion to invest \$15,000 for the next phase of the Wayfinding Signage system (to possibly include the City’s three high schools and Storey Gym), \$8,500 for a Service Organization sign that matches the Wayfinding Sign system, and \$4,000 for a Depot Plaza “Wow” Christmas decoration. Fornstrom seconded the motion, and the motion carried.

III. Old Business

A. City Planning Update: Councilman Laybourn described his plans to introduce a City Council resolution to install the Depot Plaza water feature/splash pad. He intends for the splash pad to be funded by the City (approximately \$400,000), with a General Dodge sculpture to be funding as a community project with private donations. Visit Cheyenne could participate in this project financially (with money in its City of Cheyenne line item) and / or using Discover Cheyenne as a fiscal agent.

IV. Reports

A. 2018 Board Meeting Dates: Rudloff presented potential board meeting dates for 2018. Board members changed the Feb. meeting date, moving it from February 14 to February 7.

CEO Report: Rudloff presented a general project update including information on the proposed statewide leisure tax, as well as Visit Cheyenne’s efforts to create a Cheyenne marathon, reboot the Big Boots program, and organize the New Year’s Eve Ball Drop.

IV. Adjournment

Volk made a motion to adjourn at 1:20 pm, Fornstrom seconded, and the motion carried.