

**Visit Cheyenne Board Meeting**  
Tourism Promotion Joint Powers Board  
February 7, 2018; Cheyenne Depot

Board members present were Barry Sims, Wendy Volk, Tony O'Brien, Lisa Murphy (via phone), and Jim Osterfoss. Staff and guests included Darren Rudloff, Councilman Pete Laybourn, Steve McDonald, and County Commissioner Ron Kailey.

**I. Board Meeting**

Chairman Sims started the meeting at 11:30 am. Volk made a motion to accept the minutes from the October board meeting, O'Brien 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. Osterfoss made a motion to accept the financials, Volk seconded, and the motion carried. Rudloff described Visit Cheyenne and industry performance measures.

**II. New Business**

A. Depot Plaza Water Feature (addition to the posted agenda)– Councilman Laybourn described his current efforts to pass a City of Cheyenne resolution in support of the proposed Depot Plaza water feature. He said that he scaled back plans for the feature, as well as its cost, due to concerns about the proposed sculpture and overall cost of the project.

B. Community Visioning / Strategic Planning Effort – Rudloff described the Community Visioning effort underway with Market Street of Atlanta. So far, the process is moving smoothly with the Community Assessment being completed. More data and components of the plan will become public in the next few months.

C. New Videos – Rudloff showed the three most recent “My Cheyenne” videos that staff and West Edge Collective had completed.

D. Visit Cheyenne Strategic Plan Update – Rudloff and Sims provided an update of items completed in this year’s business plan that directly correspond to planks in the 2017 Visit Cheyenne strategic plan.

E. WY Tourism Governor’s Conference – Rudloff and Sims encouraged board members to attend the Governor’s Conference in late February if they were available. Rudloff reminded board members that Visit Cheyenne would not be hosting an elected officials lunch this year at the conference, but would do it later in the year, perhaps along with state legislators.

**IV. Reports**

A. CEO Report: Rudloff presented a general project update including information on the proposed statewide leisure and lodging taxes, as well as Visit Cheyenne’s efforts regarding its new Depot web camera, the newly created Cheyenne Marathon, the Big Boots program, and the recently won state 3A and 4A soccer tournaments Cheyenne won. Rudloff also related that Visit Cheyenne would soon be winning 2 awards from the Rocky Mountain Chapter of the

Professional Convention Management Association – Professional Member Organization (for Visit Cheyenne) and Supplier Partner Member (for Jim Walter). Finally, Rudloff asked Board members to update their Conflict of Interest forms.

**IV. Adjournment**

Volk made a motion to adjourn at 12:45 pm, Osterfoss seconded, and the motion carried.