

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, October 25, 2021 - 4:00 PM - 6:00 PM

Present: Scott Larson, Kaley Holyfield, Derek Jones (via Zoom), David Wright, Becky Maddox, Sara Haugen, Willow Hinkley, Lyndee Gurnham, Rebecca Walsh
Absent: Heber Richardson, Pat Gabriel
Guests: Shawn Faxon, Rand Selle, Brenda Bowen, Sandi Brome

1. 4:06 PM Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmatino of Quorum
 - b. Introdction of Guests - Shawn Faxon, Rand Selle, Brenda Bowen, Sandi Brome
2. Additions and/or Corrections to agenda
 - a. None
3. Consent Agenda
 - a. September Minutes
 - b. Profits and Loss Budget vs. Actual
 - c. Advertising and Grants

Motion by Rebecca Walsh, seconded by Becky Maddox that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

Motion by Rebecca Walsh, seconded by Becky Maddox, to approve the Profits and Loss Budget vs. Actual.

4. Old Business
 - a. 307 Film Festival - There was a technical glitch on Hilton's side of things and they weren't able to see how many rooms were booked for this event. About 23 film makers traveled here and the majority stayed for the duration of the festival. A total of 36 all day passes were sold. David Wright suggested that Shawn Faxon consult with the ACTB staff for marketing advice.
 - b. AgWISE Conference - This will be postponed and discussed next month.
 - c. Tom Horn Days - Rand Selle and Brenda Bowen shared a video they created about the event. They had about 526,000 views on the hashtag #tomhorndays - compared to lower views for Jubilee Days hashtags. TikTok has been a successful tool for their marketing. Brenda estimated that the event produced 360 room nights and they had 1,000 attendees. She also noted that sponsorships were up 4 times from last year. David Wright suggested that they put plans into place in advance compared to the last minute nature of this year's proposal. Brenda said they already have dates set for next year: Aug. 12 - 14.

Motion by Kaley Holyfield, Seconded by Becky Maddox, that the grants for 307 Film Festival and Tom Horn Days be awarded. Motion passses.

5. Grant and Sponsorship Requests

- a. Eppson Center for Seniors Holiday Lights - Sandi Brome explained her reasoning for requesting the funds and provided the requested documentation.

Motion by Kaley Holyfield, seconded by Rebecca Walsh, to deny this grant request. Motion passes.

- b. Cowboy Turf Wars - Laura Tangeman gave an overview of the event. There are about 200 teams in attendance which works out to about 1500 - 1600 players. The event starts on Friday morning and runs through Sunday. Most teams are from WY, Northern CO, and/or Western NE.

Motion by Becky Maddox, seconded by Rebecca Walsh, to table this topic. Scott Larson will have a discussion with Laura Tangemen/Turf Wars to learn what marketing activities the funding will go towards, request marketing data, and hold a vote in November. Motion passes.

6. Financial Reports

- a. Lodging Tax Collections FY 22 - September was a great month for ACTB with lodging tax collections coming in 15% ahead of September 2019. These figures are 15% ahead of the budgeted amount for this year and ACTB is well on pace to have a great fiscal year.

7. New Business

- a. Marketing Report - The 2020 stats look odd compared to the 2021 numbers. There was lots of traffic in 2020 due using COVID CARES Act Funds and webcam traffic.
- b. Cowboy Character Campaign Report - This was a successful pilot year.
- c. Rocky Mountain Holiday Tours - This organization operates out of Fort Collins and ACTB is starting up conversations to attempt to get Laramie added to international tour itineraries.
- d. 2021 Summer Visitor Profile Survey - Scott Larson has not had a chance to look at this yet.
- e. Fall Video Shoot Oct. 15-16 - There will be a debrief in a week or two.
- f. Hotels for WY High School Football Championships - Nov 11, 12, 13. Larson encouraged the ACTB/community members to work with teams as best they can as some teams might not know if they will be here for this event until a week out.
- g. Open Board Seats - 2 seats are currently open.

8. Review of Staff Activities

- a. September Office Stats - There has been an increase in visitor guide requests and the main drag location continues to bring in more traffic.
- b. All Staff
 - i. CVent Transition - Larson explained that they are bringing this back in house.
 - ii. Video Footage Drive - The team is working on getting this content back.
 - iii. Staff Outing for Q3 - The team spent an afternoon kayaking and went to the farmers market.

- iv. Most Important for Q4 - The new visitor guide is the main focus and this needs to be to the printer by Christmas.
- c. Haugen
 - i. Winter Campaigns
 - ii. Shop Small - Nov. 27.
 - iii. UW Student Interview
 - iv. Crowdriff Ideas + Additions
 - v. Facebook + Email List Remarketing
- d. Gurnham
 - i. Winter Campaigns Creative
 - ii. New Events Flyer for Businesses
 - iii. High School Football Championships
 - iv. 2022 Visitors Guide
- e. Hinckley
 - i. Conference Bags
- f. Larson
 - i. One on Ones with the team
 - ii. Laramie Beautification Committee
 - iii. Laramie Tourism Coalition
 - iv. DMA West Education Summit - Sept. 29 - Oct. 1
 - v. UW Guest Lecture on Destination Markeing - Oct. 5
 - vi. Leadership Laramie - Oct. 6
 - vii. WLRA + WTIC Fall Summit - Oct. 20 - 22
 - viii. Haub School Advisory Committee Presentation - Oct. 22
 - ix. AMA Omaha - Oct. 26-27
 - x. Wyoming Public Radio, Tourism Panel - Oct. 28 - 12 PM
- 9. Public Comments
- 10. Motion to adjourn the meeting

Motion by Kaley Holyfield, seconded by Becky Maddox, to adjourn the meeting.

The next ACTB meeting will be at 4:00 PM on Monday, November 22, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.