

Albany County Tourism Board
210 E. Custer Street, Laramie, WY 82070
Monday, June 21, 2021 - 4:00 p.m. - 6:00 p.m.

Present: Scott Larson, Kaley Holyfield, Kathleen Bertoncej, Rebecca Walsh, Sara Haugen, Lyndee Gurnham, Tessa Cedillo, Willow Hinckley, Brad Jackson, Page Malmstrom, David Wright, Pat Gabriel

Absent: Heber Richardson

Guests: Carrie Bennett, Tera Sisneros, Justin Prvis, Rand Selle

1. 4:03 Call Regular Meeting of the Albany County Tourism Board to order by David Wright.
 - a. Confirmation of Quorum - Yes.
 - b. Introduction of Guests - Tera Sisneros, Justin Prvis, Carrie Bennett, Rand Selle
2. Additions and/or corrections to agenda
 - a. None.
3. Consent agenda
 - a. May minutes
 - b. Profits and loss budget vs. actual - No questions.
 - c. Advertising and grants - No questions.

**Motion by Kathleen Bertoncej, seconded by Brad Jackson that the consent agenda be approved and that each specific action on the content agenda be approved as indicated.
Motion approved.**

4. Old Business
 - a. None.
5. Grant and sponsorship requests
 - a. Cowboy Picklebrawl - This is the second year they have held this event - they had 100 participants/players last year. About half of the players were from Colorado and other players were from locations as far as Virginia, South Dakota, etc. The venue will be the UW Tennis facility (3x size of last year's venue) and they are anticipating 3x the participants as last year. They currently have about 200 participants registered. A kids clinic was added this year and players will likely bring their families, adding 1-2 additional people per participant.
 - b. Tom Horn Days Cowboy Rendezvous - This is a three day event (guests arrive Thursday, stay Friday and Saturday, and the last events are on Sunday). This event started last year during the pandemic with about 300 fans attending last year. Rand is projecting 2,000-3,000 tickets to be sold. Camping is offered at the event. They will be advertising with social media, radio, YouTube videos, etc. A three day pass costs about \$68.00 and contestants do not have to pay.
6. Financial Reports
 - a. Condensed FY22 Budget

Motion by Brad Jackson, seconded by Kathleen Bertoncelj that the FY22 Budget be approved. Motion approved.

- b. Lodging tax collections FY 2021-2022
 - c. CARES ACT Funds, Round 2 - Table this conversation for now per recommendation of the board.
7. New Business
- a. Tourism Coalition Recommendations - Carrie Bennett, facilitator for the Tourism Coalition.
 - b. Marketing Report - See board packet.
 - c. Recreate Responsibly Campaign Update
 - d. Madden Media Partnership
 - e. Mountain Biking Coop Loop
 - f. Destination Next Strategic Plan
 - g. New Building, Moving update

Motion by Page Malmstrom, seconded by Brad Jackson that Cowboy Picklebrawl be awarded the grant money that was requested. Motion approved.

Motion by Brad Jackson, seconded by Page Malmstrom that Tom Horn Days Cowboy Rendezvous be awarded a total of \$1,850 with \$250 being awarded for the website, \$600 being awarded for the social media promotions, and \$1,000 being awarded for radio advertising. The board also requests that Tom Horn Days Cowboy Rendezvous help promote Laramie lodging in addition to their camping option. Motion approved.

8. Review of staff activities
- a. May office stats
 - b. Haugen
 - i. Pilot Hill Ambassador Training
 - ii. Laramie Jubilee Days Marketing Partnership
 - c. Gurnham
 - i. Lead on design, signs, rebrand collateral
 - d. Hinckley
 - i. Rooted in Laramie board
 - ii. WYIAAI Conference Booth
 - e. Larson
 - i. New board seats for FY22
 - ii. Vacation package vendors + Haugen
 - iii. New building
 - iv. Wayfinding signs
 - v. City Council, tourism coalition recommendations
 - vi. LCBA Bard Meetings + Business after hours
 - vii. FY21 Wrap Up, bookkeeping transition

- viii. ACTB & USFS
- ix. Winter visitor profile survey
- 9. Public Comments
- 10. Motion to adjourn the meeting.

Motion by Brad Jackson, seconded by Kathleen Bertoncej. to adjourn the meeting at 6:00 PM. Motion approved.

- 11. The next ACTB Board meeting will be at 4:00 PM on Monday, July 19th, 2021

Minutes respectfully submitted by Kaley Holyfield, Secretary.