

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, July 16, 2021 - 4:00 p.m. - 6:00 p.m.

Present: Scott Larson, Kaley Holyfield, Rebecca Walsh, Lyndee Gurnham, Willow Hinckley, David Wright, Derek Jones, Becky Maddox, Sara Haugen (by phone), Pat Gabriel

Absent: Heber Richardson, Tessa Cedillo, Page Malmstrom,

Guests: Shawn Faxon, Sarah Brown Matthews

1. 4:07 PM Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of New Board Members
 - c. Introduction of Guests - Sarah Brown Matthews (Pilt Hill) and Shawn Faxon (Hits 106)
 - d. Tessa Cedillo will be resigning from the board. She is relocating and the seat will need to be filled.
2. Additions and/or corrections to agenda
 - a. None.
3. Consent agenda
 - a. June 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 passes.

4. Old business
 - a. Pilot Hill Project - Haub School & Wyoming Game and Fish are helping research the land-user influence on the property so a safe space can be created for wildlife. They are working with the CBEA to do an economic analysis of the impact of users on the property by using trail counters. They have also launched ambassador training for individuals that are up on the property quite a bit already. They help report information about guests on the property, property damage, etc. This data can now be leveraged for grants. ACTB didn't do a lot of marketing initially because Pilot Hill wasn't ready for the traffic. Pilot Hill asked for a \$50,000 commitment that can be spread out over time. ACTB already provided a \$10,000 gift.
5. Grant and sponsorship requests.
 - a. 307 Film Festival - See grant application.

Motion by Rebecca Walsh, seconded by Becky Maddox, that the grant request for 307 Film Festival be approved for \$1300. The total would cover emails sent to 750,000 people

twice. 307 Film Festival must also set up a Google Analytics campaign to track the site traffic.

Motion by Kaley Holyfield to amend the previous motion, seconded by Rebecca Walsh, that the grant request for 307 Film Festival be approved for \$1000. The total would cover emails sent to 750,000 people twice. 307 Film Festival must also set up a Google Analytics campaign to track site traffic.

6. Financial report
 - a. Lodging tax collections FY 22
 - b. CARES Act Funds, Round 2 - Update.
7. New business
 - a. Marketing report
 - b. Recreate Responsibly Campaign
 - c. FY 22 Board Positions - Postpone this decision until next month when all members are present.
 - d. New Building, moving update - moved into the office fully.
8. Review of Staff Activities
 - a. June office stats - More visitors guide requests last month than ever.
 - b. All staff
 - i. New building, moving
 - ii. Farmers market booth
 - c. Haugen
 - i. Laramie Jubilee Days marketing partnership
 - ii. Vacation package vendors
 - d. Gurnham
 - i. Lead on designs, signs, rebrand collateral
 - ii. Leadership Laramie
 - iii. Cowboy Character distribution
 - e. Hinckley
 - i. Cowboy Character distribution
 - ii. Visitor Guides
 - f. Larson
 - i. New Building
 - ii. WAM Convention Booth
9. Public Comments
10. Motion to adjourn the meeting.

Motion by Kaley Holyfield, seconded by Derek Jones to adjourn the meeting.

The next ACTB Board meeting will be at 4:00 PM on Monday, August 16th, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.