

Albany County Tourism Board  
800 S 3rd Street, Laramie WY 82070  
Monday, September 27, 2021 - 4:00 p.m. - 6:00 p.m.

**Present:** Scott Larson, Kaley Holyfield, Derek Jones, David Wright, Becky Maddox, Page Malmstrom, Sara Haugen, Willow Hinkley, Pat Gabriel, Lyndee Gurnham

**Absent:** Heber Richardson, Rebecca Walsh

**Guests:** Jamie Stine, Dave H.

1. 4:08 PM Call Regular Meeting of the Albany County Tourism Board to order by David Wright.
  - a. Confirmation of quorum - Yes
  - b. Introduction of guests - Jamie Stine and Dave H. from Jubilee Days
2. Additions and/or corrections to agenda
  - a. None
3. Consent agenda
  - a. August minutes
  - b. Profits and loss budget vs. actual
  - c. Advertising and grants

**Motion by Becky Maddox, seconded by Derek Jones that the consent agenda be approved and that each specific action on the consent agenda be approved as indicated.**

4. Old business
  - a. Laramie Enduro Bike Race - Christy was unable to attend the meeting. David Wright suggested that the board award the full \$1,500 award instead of the amount requested by Laramie Enduro Bike Race.

**Motion by Derek Jones, seconded by Becky Maddox to award \$1,500 to Laramie Enduro Bike Race. Motion passes.**

- b. Jubilee Days - Jamie and Dave presented information/statistics from the 2021 Jubilee Days events. David Wright and Scott Larson suggested they take advantage of the marketing help that the board can offer.

**Motion by Page Malmstrom, seconded by Becky Maddox to award the amount requested to Jubilee Days. Motion passes.**

5. Grant and sponsorship requests
  - a. None
6. Financial reports
  - a. Lodging Tax Collections FY 22
7. New Business
  - a. Marketing report
  - b. Fall video shoot Oct. 15 - 16 - Focus on town/cultural happenings.
  - c. Hotels for WY High School Football Championships - Everyone needs to work together for this and be gracious
  - d. Open Board Seats - City has been promoting these via web and newspaper. 2 City seats are open.
  - e. Exterior Signage - Scott Larson is working on getting a quote from a contractor.

- f. ACTB joins DMA West - More resources are available to ACTB through this association.
- g. Cade Burns is Moving - new contract. The board discussed revising the contract to allow Cade to continue to represent Albany County.
- h. Health insurance plan for ACTB

**Motion by Paige Malmstrom, seconded by Becky Maddox to approve United Healthcare plan at 70/30 split. Motion passes.**

**Motion by David Wright, seconded by Page Malmstrom to nominate Becky Maddox to be ACTB treasurer for her term. Motion passes.**

- 8. Review of Staff Activities
  - a. August Office Stats
  - b. All Staff
    - i. Farmers Market Booth
    - ii. Visitor Center Boot Sign Removal
  - c. Haugen
    - i. Fall Campaigns
    - ii. Website + Social Fall Switchover
  - d. Gurnham
    - i. Poke Pride Buffet
    - ii. Leadership Laramie
    - iii. Hinckley
    - iv. Conference Bags
    - v. Polaris Adventure Run
  - e. Larson
    - i. The Cal Cup
    - ii. Laramie Beautification Committee
    - iii. Tourism Coalition Leadership
    - iv. SE WY OREC Meeting
    - v. UW Guest Lecture on Destination Marketing
    - vi. DMA West Education Summit – Sep. 29 – Oct. 1
    - vii. WLRA + WTIC Fall Summit – Oct. 20 – 22
    - viii. AMA Omaha – Oct. 26 – 27
- 9. Public Comments - None
- 10. Motion...to adjourn the meeting

**Motion by Derek Jones, seconded by Becky Maddox to adjourn the meeting. Motion passes.**

The next ACTB Board meeting will be at the ACTB Office at 4:00 PM on Monday, October 25, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.