

Albany County Tourism Board
800 S 3rd Street, Laramie, WY 82070
Monday April 18th, 2022
4:00 PM - 6:00 PM

Present: Scott Larson, Sarah Haugen, Kevin Welch, Sarah Reese, Kaley Holyfield, Spencer Swift, Sarah Brown Mathews, Emma Dixon, Derek Jones, Willow Hinkley, David Wright, Becky Maddox, Pat Gabriel

Absent: Heber Richardson, Lyndee Gurnham

Guests: Aaron Voos, Will Voos, Robby Schutterle, Nancy Bartholomew, Nancy Oakland

1. 4:02 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of Guests
2. Additions and/or corrections to agenda
 - a. None
3. Consent Agenda
 - a. March minutes

Motion by Derek Jones, seconded by Kaley Holyfield, to approve the March 2022 minutes. Motion passes.

- b. Profits and Loss Budget vs. Actual. Larson noted that some funds are left to be spent in the fiscal year.

Motion by Keven Welch, seconded by Derek Jones, to approve the Profits and Loss Budget vs. Actual. Motion passes.

- c. Advertising and grants
 4. Old Business
 - a. None
 5. Grant and Sponsorship Requests
 - a. Wyoming Association of Municipalities - Nancy Bartholomew and Nancy Oakland shared the details of the upcoming conference, including their efforts to draw the community to popular attractions and downtown businesses in addition to hotels.

Motion by Sarah Reese to approve \$15,000 grant funding for the Wyoming Association of Municipalities conference, seconded by Kaley Holyfield. Motion passes. Derek Jones and Sarah Brown Mathews abstained from voting.

- b. Laramie Regulators Baseball Tournament - Aaron Voos shared the details of their request. The funding will be used to update the website, purchase signage, and pay for radio and print advertising.

Motion by Sarah Brown Mathews to approve \$5,000 grant funding for the Laramie Regulators Baseball Tournament, seconded by Kevin Welch. Motion passes.

- c. Family Fun Night for the Eppson Center for Seniors

Motion to table this request for the May 2022 meeting by Derek Jones and seconded by Keven Welch. Motion passes.

- 6. Financial reports
 - a. Lodging Tax Collections FY'22 - Larson explained that we are well on pace to have our best year in terms of revenue.
- 7. New Business
 - a. Remodel update - The contractors are moving very quickly, although the May 1 deadline will not be met. Larson expects this project to be done around the end of May.
 - b. Marketing report - ACTB is moving forward with a strong focus on sustainable outdoor recreation. Larson highlighted the strong growth in email click rates and social media engagement.
- 8. Review of staff activities
 - a. All staff
 - i. 2022 Annual Team Retreat - Visit Laramie team spent a few days at Albany Lodge.
 - ii. Simpleview Summit - Larson and Haugen. The conference hosted 800 attendees from destination marketing organizations around the country.
 - b. Executive Update
 - i. UW Haub School - Capstone Project Mentor
 - ii. Budget, Marketing Chart, and New Markets for FY 23 - Draft will be out in May and approval will happen in June.
 - iii. Lodging Tax Ballot Initiative - Larson will encourage key people to write letters to the editor. Larson has also worked on the wording for the initiative. Campaigning will start around July or August.
 - iv. Laramie Beautification Committee - The committee is working on approving bylaws. \$15,000 has been approved for a two year downtown tree restoration project/initiative.
 - v. Laramie Regional Airport - Larson met with Amy Terrel and discussed opportunities to collaborate on marketing.
 - vi. Great Divide Outdoor Recreation Collaborative - Larson is serving on the steering committee made up of individuals from Albany, Laramie, and Carbon County.
 - vii. On-on-Ones - Goal check-ins. Larson does not have any concerns, but is taking the time to hold one-on-one meetings to support the team.
 - viii. Most important for Q2.
 - ix. Leadership Laramie panel - Larson sat on a panel to discuss leadership concepts and practices.

- x. Centennial Valley Tourism Summit - April 27th. This will be held at the Trading Post from 9 AM to 12 PM and focus on the state of tourism in the Centennial Valley.
 - xi. Simpleview Summit Presentation - This was similar to Larson's AMA presentation.
 - xii. Wend - Packages Update. Packages may be live by May.
 - c. Marketing
 - i. Wrapping up winter campaigns
 - ii. Spring and summer campaigns
 - iii. Transition to summer content - This transition happened in late March and early April.
 - iv. Cowboy Character Challenge
 - v. Mural tour updates - Haugen is working with LPAC to recreate visual and audio elements.
 - d. Design
 - i. Graphics, Gift Shop
 - ii. Remodel
 - iii. Gurnham - Leadership Laramie
 - e. Events
 - i. Events Calendar
 - ii. Event Planning Guide
 - f. Operations
 - i. March office stats
 - ii. Exterior mural - update
9. Public Comments

Motion by Kaley Holyfield, seconded by Sarah Brown Mathews to adjourn the meeting. Motion passes.

The next ACTB Board meeting will be 4:00 PM Monday, May 23, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.