

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, August 15th, 2022
4:00 - 6:00 PM

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

Absent: Heber Richardson, Sarah Reese

Guests:

1. 4:04 call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum - Yes
 - b. Introduction of guests - None
2. Additions and/or corrections to agenda
 - a. None
3. Consent agenda
 - a. July minutes

Motion by Becky Maddox, seconded by Derek Jones, to approve the July 2022 minutes.

Motion passes.

- b. Profits and loss budget vs. actual - Sarah Brown Mathews asked that we see a breakout of the marketing category regularly.

Motion by Sarah Brown Mathews, seconded by Becky Maddox, to approve the Profits and Loss Budget vs. Actual. Motion passes.

- c. Advertising and grants - None
4. Old business
 - a. None
5. Grant and sponsorship request
 - a. None
6. Financial report
 - a. Lodging tax collections FY '23 - Tax collections were down around 5-6 % year over year, which is in line with counties across the state. Park and Teton counties reported being down 20-30%.
7. New business
 - a. Marketing report
 - b. Data reports - July data
8. Review of staff activities
 - a. All staff
 - i. Laramie Farmer's Market booth - This event continues to be a valuable outreach tool.
 - ii. Business After Hours - There was an estimated number of 110-120 guests in attendance.

- b. Executive update
 - i. Goals for FY 23
 - ii. Lodging tax ballot initiative - Scott Larson suggested Visit Laramie set up an advocacy campaign instead of a PAC. The board supported this decision.
 - iii. Great Divide Outdoor Recreation Collaborative
 - iv. Wyoming Territorial Prison Board of Directors
 - v. Laramie Beautification Committee
 - c. Marketing
 - i. Cowboy Character Challenge
 - ii. Get to Know Your DMO Website
 - iii. Fall campaigns
 - iv. Winter campaigns
 - v. Winter Cowboy Character Campaign
 - d. Design
 - i. Leadership Laramie Planning
 - ii. Content photoshoots
 - iii. Annual report
 - e. Events
 - i. Events calendar
 - ii. Event planning guide
 - iii. Wyoming Business Alliance Fall Conference
 - iv. Downtown Laramie Main Street Fall Conference
 - v. Event Booths - WRI, wellness fair
 - vi. Museum Coalition meeting
 - f. Operations
 - i. July office stats - Visit Laramie experienced record foot traffic in year one of new office space.
 - ii. June and July gift shop stats
9. Public comments
10. Motion to adjourn the meeting.

Motion by Sarah Brown Mathews, seconded by Derek Jones to adjourn the executive session to discuss personnel matters. Motion passes.

Motion by Derek Jones, seconded by Kevin Welch, to adjourn meeting. Motion passes.

The next ACTB meeting will be at 4:00 PM on Monday, September 19th, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.