

ALBANY COUNTY TOURISM JOINT POWERS BOARD
210 E. CUSTER ST., LARAMIE, WY
TUESDAY, FEBRUARY 18, 2020

Present: Kathleen Bertoneclj, Brad Jackson, Brady Hammond (via teleconference), Rebecca Walsh, Terri Jones (joined at 4 pm), Page Malmstrom, Kaley Holyfield, Mike McShane (present until executive session), Pat Gabriel - Laramie City Council Liaison (joined at 4:30 pm), Scott Larson-Executive Director, Mike Gray-Design & Operations Manager, Lyndee Johnston-Office Assistant

Absent: Sara Haugen-Marketing Manager

Guests: Laura Tangeman, Cowboy Turf Wars

1. Regular Board Meeting called to order at 3:05 p.m. by Interim Chair Mr. Brady Hammond

a) Confirmation of a Quorum-YES

b) Introduction of Kaley Holyfield, ACTB Board Member – Mr. Larson gave a brief introduction to Ms. Holyfield who is filling the vacant board seat of Mr. Mark Pearce until the end of June. She will be able to reapply for the board seat. Ms. Holyfield was previously the Director of Sales at the Holiday Inn and now is employed at the University of Wyoming working in Employer Relations with the College of Business.

2. Additions and/or Corrections to agenda

a) Mr. Larson asked to move the Summit Update from New Business to the Executive Session. The board approved the change.

3. Consent Agenda

a) No January Minutes – Mr. Hammond asked that the December minutes be discussed at the March meeting since the board did not meet in January.

b) Profits and Loss Budget vs. Actual – Mr. Larson reported that the most important line items to note are the Total Income, Total Expense and Marketing. Mr. Larson stated that we are tracking very well for Total Income as December and January were great months for Lodging Taxes. So far we are 7 months into the fiscal year and we are right where we should be at 75% while Total Expenses are at 57%. Mr. Larson noted that most of the bills come due in spring which is why the Marketing numbers are at 58% of the budget, but he believes we are right on target. Overall Mr. Larson expects that at the end of the year the remaining amount can be put into the board's reserves.

c) Advertising and Grants – Mr. Larson stated that January was a quiet month for advertisements and grants. The activity that is shown in the report that is worth noting is the Arthur Trust Billboard, previously the Roberts Trust Billboard on I-80, has changed hands. The contract will continue for a couple more years and the \$2,100 covers until the end of Dec. 2020. There were some issues coordinating the change in ownership, but everything has been resolved. Mr. Larson also noted that the in January we spent only \$500 on Google Adwords but in 2019 we spent \$5,000. Mr. Larson re-directed this money to re-targeting and additional SEO work, which has played out well. The report lists some additional blogs/influencers transactions which went towards written articles, rentals, lodging, and dining. Mr. Larson thanked Mrs. Walsh and Mr. McShane for the connections with the bloggers/influencers.

Motion by Mr. Jackson, seconded by Mr. McShane that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated. The motion passed unanimously.

4. Old Business

a) None

5. Financial Reports

a) Audit Completed for FY 2018-2019 – Mr. Larson reported that the audit this year was done through ACM and came in significantly under what had budgeted and there were fewer “knocks” than the previous year. Mr. Larson has copies if board members would like to see the report.

b) Lodging Tax Collections 2019-2020 – Mr. Larson reported that the month of December was a strong month, up 25% YOY. December was also the highest December ever reported, most likely because of the amount of snow we have been getting. Mr. Larson stated that January was fairly flat with only a 1.34% increase as we had a slow start to the month. Mr. Larson is optimistic for the last quarter of the fiscal year and hopes to finish strong. Currently we are sitting at a 6.2% increase from last year, we are up 7.5% of what we budgeted, and we are approximately \$51K in the green for revenue.

6. New Business

a) Marketing Report – Dashboard – Mr. Larson pointed out in the Web Stats why the month of January had a slow start. The partnership with Madden Media which is a matching funds co-op through the WOT from January – April was planned to launch on January 1st while Google Adwords was planned to end on December 31st, so as not to waste money by overlapping the campaigns. But the partnership campaign didn't start until the 8th, when Mr. Larson caught it. Mr. Larson stated overall web traffic for the month of January was O.K. because of this slow start. In 2019, \$5000 was spent on Google Adwords while this year only \$500 was spent. Mr. Larson reported that we are already up 50% in the month of February even though we aren't spending money on Adwords. As far as website sessions went, there was an increase YOY and those visiting are mainly using mobile devices. Mr. Larson reported about ¾ of the devices are mobile. Looking at pages YOY, “visitor guide” and “visitor guide/order by mail” are up dramatically, “skiing and snowboarding” are up, and “where to stay” is down. Mr. Larson stated that although “where to stay” is down, the amount of people who visited that page who did nothing cancels that out making the change flat. Mr. Larson talked about the four blogs put out in January. Mr. Jackson asked who was the writer on the blogs “Best Places to Eat Lunch in Laramie” and “Best Laramie Hotels to Stay at When the Roads Close” and why they chose those locations to highlight. Mr. Larson stated that he gave Mrs. Leah Veinbergs more direction on these blogs

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than in the past so that the terminology was based on SEO data. When the roads close, people search for things to do, Mr. Larson wanted to drive people to restaurants downtown rather than right off the interstate. Mr. Larson also noted to the board that they did not number any of the lists and at the end of each blog was a link to all the restaurants/hotels. Mr. Larson moved on to email marketing, stating that during December only one email was sent out and there were three sent out in January. Mr. Larson had only planned on sending out one email in January, but with the slow start to the month he created additional emails to boost website traffic. One of the emails sent out was solely based on visitor guide requests; Ms. Johnston sent out 923 packets in January. In a normal month, this time of year, approximately 50 are sent out. Mr. Larson stated that he would like to see better click through rates, but over December and January the numbers were good. Mr. Larson reported on the social media platforms; Facebook and Twitter have been fairly static as far as growth while Instagram continues to grow. Mrs. Walsh told Mr. Larson of an app called APPHI that can schedule Instagram stories. Mr. Larson talked next about the media hits in January highlighting Laramie and thanked Mr. McShane for his help with North Forty News. Mr. McShane stated that the journalist Mr. Blaine Howerton would like to write an article once a month on a story from the Laramie region. He already wrote an article about skiing with his family in the region. The board thought it would be a great opportunity to advertise throughout northeastern Colorado. Mr. Howerton wouldn't pay those who submit articles and would give us a good price. Mrs. Walsh asked Mr. Larson when the Sports Illustrated magazine would be printed. Mr. Larson remembers being told it will be released in February or March. Mr. Larson broke down the web data to explain to the board how the marketing emails correlate with the spikes in activity. Mr. Larson also broke down what was in the marketing emails for January; all three included videos of snow sports with a "request a free Visitor's Guide" button. Mr. Larson then reported on the acquisition data over the month of January. On the 14th, 16th, and 23rd the marketing emails were sent out. On the 15th Mr. Larson altered the retargeting budget. On the 13th and 17th the Facebook posts were boosted to reach a larger audience. Mr. McShane asked why Colorado and Wyoming were the only locations being targeted through the boosted Facebook posts; he suggested including Nebraska since we get a lot of snow sports enthusiasts from that state and excluding Wyoming. Mr. Larson will include that in the upcoming data. Mr. Hammond agreed with Mr. McShane, but urged the staff not to exclude Wyoming from the data. Mr. Larson lastly reported on the Booking Widget Data, showing the board that there are certain pockets of data that appear to be down but overall the numbers are good. Mr. Larson said there have been fewer searches, but there are more referrals.

b) Advertising Report – Mr. Gray reported that among the ads he and Mrs. Haugen have been working on, he had updated the Vedauwoo and Legends of Laramie brochures which have been reprinted. Mr. Gray has also redone the booklet the Laramie Plains Museum compiled but with Visit Laramie's graphics. The museum will be selling these booklets throughout 2020. Mr. Gray also helped design buttons, banners, and post cards for the Women's Suffrage yearly events. Mr. Gray reported that he has plans to work with downtown Laramie to organize tours in the summer. Mr. Gray then reported on the ads he has submitted. The Group Tour Media Issue is distributed to 1,500 group tour operators around the nation. True West's April Travel Issue will reach 1 million subscribers. Both ads are highlighting the Women's Suffrage in Wyoming and Laramie and showcase our museums, historic locations, and events around town. Mr. Gray reported that he met with Mrs. Jessica Flock and Mrs. Trey Sherwood to redesign a Mural Tour brochure and signs with directions that will be posted on the murals so travelers can do the tour without the brochure. Mrs. Walsh pointed out that the alleys are filthy around town which aren't an accurate depiction of the town. Mr. Hammond asked if the staff and board could plan out a recommended route for tourists to take to avoid the alleys. Mrs. Malmstrom stated that locals may walk down the alleys, but tourists might be uncomfortable. Mr. Gray stated that the murals are currently numbered and recorded in a route already. Mr. Jackson thought that adding lights in the alleys might make them more inviting. Mr. Gray next reported on the new Visitor Guide which will have 32 pages. Mr. Gray added four itinerary pages, a brewery pages, a foodie page, and a pet-friendly page. Even though Mr. Gray added more pages, he will be ordering 50,000 rather than 70,000 and will save \$8,000. There will be an online version on the website, as well. Mr. Gray plans on making tours out of the brewery, foodie, and pet-friendly pages where visitors can collect stickers, eat, drink, and have fun around town. Mrs. Haugen will be working on the text in the next month or so. Mr. Gray also pointed out that each page has a call-to-action, telling travelers that they can request a brochure or more information.

c) Groups and Conferences Update – WES, OWAA – Mr. Larson explained that the Wyoming Engineering Society proposal didn't go as planned because of the weather. He was working with the Gateway Center and the Hilton to get the society to come here in 2023; in 2022 they are looking at hosting the conference in Casper so Mr. Larson's goal was to host the event here both years. Mr. Larson stated that they are committed to Laramie in 2023 but have not committed to Casper in 2022. Mr. Larson explained that the Outdoor Writers Association of America contacted him to put in a proposal. Mr. Larson asked Mrs. Walsh for her help on making the proposal compelling because not only will it bring another conference to town, it will also bring writers, journalists, photographers, etc.

d) Building Update – Mr. Larson reported that the feedback he has received from State Parks has not been positive. State Parks does not have the money to complete this project for another 3-5 years, otherwise we would have to give more money to the project. Mr. McShane explained that he has another plan in place working with a private investor where they would build a location for us by the prison and we would pay the lease. Mr. McShane said the people he talked to at State Parks were more concerned with updating and maintaining the current locations they have. Mr. Larson reported that the staff has been looking into other options as well. The Still on 3rd street (next to the current visitor center) has a space for rent that is completely empty and the staff toured it recently. Mr. Larson stated to the board that his goal is to spend one more summer at

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the current location; it does not represent Laramie well. The current lease will end in December of 2020, but Mr. Larson would like to have a set plan by then as to where we are going.

e) Cade Burns Update – Mr. Larson stated to the board that they decided to renew his contract since he still acts as a driving billboard and is an ambassador for Laramie. The most his contract can go up to is \$8,500 but Mr. Larson hasn't seen any yearly payments over \$5,000. Mr. Larson believes this to be a good deal. Mr. Gray also reported to the board that the staff is going to film a 360 degree video for the Oculus goggles of Mr. Burns avoiding the rodeo bulls.

f) Summit Update – Mr. Larson decided to move this discussion to the executive session.

g) Laramie App Update – Mr. Larson reported that we will not be continuing the app program. Over the four years it has been in use, we have spent over \$40,000 and only have 2,800 users which is \$15/user. Mr. Larson stated that it seems only locals continue to use the app and tourists download it for their one-time trip, then uninstall it. Mr. Larson also stated that we spend \$7,500/year licensing the app. After May of this year, anyone who currently has the app will still be able to access it, but it will not be able to be newly downloaded. Mr. Hammond asked if other organizations across the industry are seeing the same data. Mr. Larson stated that the app works well if it serves a particular purpose but most apps used, for example, like flying United Airlines and downloading the app just for the trip.

h) Executive Committee Positions – Mr. Larson asked the board, since all board members were present, if they wanted to re-elect the positions or implement interim committee positions. Mr. Jackson stated that they only position that needs re-elected is the Vice Chair as Mr. Mark Pearce left before his term was up in June and Mr. Hammond took over his role. Mr. Hammond, who is acting as the interim Chair asked that they make the positions permanent now rather than having an interim Chair and Vice Chair. The board decided that since the positions needed to be voted on in June that Mr. McShane could fill in as permanent Vice Chair until then. Mrs. Malmstrom made a motion to nominate Mr. McShane as Vice Chair in the Executive Committee and Mrs. Walsh seconded the motion. The motion passed unanimously.

i) New & More Videos – Trautman, MVP – Mr. Larson reported that the staff is working on developing more video footage. Mr. Sam Trautman is coming in March to film seasonal videos and will also be helping the staff put together a Women's Suffrage themed video to be used later in the year. Mr. Larson reported that video marketing is becoming more and more powerful. Mr. Larson stated that he has also signed a contract with Mountain Voice Production, which is Mr. John Phillips from Hits 106 and Nid Collins from 307 Film Festival, to put together 30 second videos for commercials and social media usage. They will be charging \$439 per 30 second video and Mr. Larson is shooting for one video/month. Mr. Larson stated that Mr. Trautman provides us with high-resolution, hero-level content two or three times a year, so Mr. Larson would not be sending him to museums or restaurants to take pictures/videos of things like food. Mr. Larson stated that we do need to show off our restaurants, museums, etc. in video. Mr. McShane asked how this would be getting funded. Mr. Larson reported that the money would be coming from unappropriated marketing or video/marketing, but next year's budget will need to have some sections adjusted.

j) 2020 Visitors' Guide Update – Mr. Gray previously reported that he has been updating the visitor guide and that Mrs. Haugen is going to write up the text.

k) Governor's Tourism Conference – Mr. Larson reported that the Governor's Conference in Cheyenne is next week, February 23rd – 25th. Mr. Larson, Mr. Gray, and Mrs. Haugen will be attending all three days. Ms. Johnston will be at the visitor center. Mr. Larson extended an invite to the board to attend a meeting at 8 a.m. on Monday with Berkeley Young of Young Strategies on the WOT co-op "Destination Next". He explained that it allows destinations within the state to establish a strategic plan. Mr. Larson has talked with the board previously on this subject and he believes it's a good opportunity to gain some value. Around the state, four counties have already completed the plan and six counties are committed to completing it in 2020. Mr. Larson stated that all three phases of the plan is valued at \$25,000 and our contribution would be \$12,000 - 13,000. Mrs. Malmstrom and Mr. McShane will also be attending the conference.

l) Pilot Hill Project Update – Mr. Larson stated that he has a survey from the Pilot Hill Project for each board and staff member to fill out. The project wants community feedback about proposed trails, land swaps, etc. and the survey is due at the end of February. Ms. Holyfield asked if anyone knew the timeline on the project or when it would be open to the public. Mr. Larson stated that they want to open this year and may have only a few trails established but will complete more as time goes on. Mrs. Jones chimed in stating that they hope to provide the necessary documents to the State Land Investment Board by June, but every time the county sets a date it gets changed. Ms. Holyfield noticed that there was a section of fence cut out by the golf course. Mrs. Jones stated that this is one of the problems. Mr. Larson stated that the project is still trying to navigate the access points which is holding things up. Mrs. Walsh informed Ms. Holyfield that the tourism board is supporting the Pilot Hill Project. Ms. Holyfield also asked if the board has a plan on marketing Pilot Hill. Mr. Jackson stated that we are funding the projects marketing efforts to establish Pilot Hill.

m) Legislative Update – Mr. Larson reported on the recent changes in the legislative session. The bill increasing lodging taxes around the state to 5% passed the House six to one. The maximum the tax can be is 7%. Mr. Larson also reported on the opinion around the state from the connections he has as neutral. 2% of the tax stays with the county and 3% goes to the state to give Wyoming competitive funding compared to other states. Mr. Larson explained the differences between a county-wide tax and a city-wide tax. In our case, it is a county-wide tax and the county commissioners get to make the decision on the amount of the tax. Mr. Larson believes that overall it is a positive bill, but others around the state might not agree. Potentially, other cities or counties around the state may have a different tax than other cities and counties. Mr. Gabriel stated

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that last time this bill made it through the House it was shut down by the Senate. Mr. Larson has a list of the current bills that will affect travel and tourism if any member is interested in see that data.

7. Grant and Sponsorship Requests

a) Cowboy Turf Wars Grant Recap Report – Mrs. Tangeman presented to the board the 11th Annual Turf Wars report. The group always turns some teams away but they were able to squeeze in a couple more teams this year. Mrs. Tangeman stated that this event provides 40% of the organizations yearly income and that their rent increased 50% this year, so the board's money really helps. Next year's dates are set for January 1st – 3rd, 2021. The board asked if there would be room for a booth for Visit Laramie next year as the holidays were busy this year and we did not have one there. Mr. McShane asked that pull-up banners be made with "Visit Laramie" or attractions in Laramie like the prison that could be put up at the booth. Mr. Gray said each of the banners cost \$200. Mrs. Walsh stated that she would help out with a booth at upcoming events.

b) 2020 USA Softball Tournament – Mr. Larson stated that they requested \$3,350 to host the softball tournament in Laramie July 9th – 12th. Mr. Larson has spoken with Jubilee Days, the City of Laramie, and the softball association and discussed how this will have a tremendous impact locally. Mr. Larson did the math and believes the county has enough space for the estimated amount of room nights (20 four-night room stays, 340 three-night room stays, 10 two-night room stays, and 40 campsites). The county has 1,400 rooms not including Airbnb and VRBO listings. Mr. Jackson expressed his concerns and believes it is a poor decision on their part for choosing the same weekend as our hometown celebration, but it was not his decision to schedule it. Mr. McShane asked Mrs. Malmstrom what the occupancy at the Hilton was this time of year and what last year's data was. Mrs. Malmstrom stated that it is hit-or-miss some years, but last year was the Laramie TV Show's 60th Anniversary and they could have booked up the hotel three-times over. Mr. Jackson also stated that the tournament might not affect the outcome of LJD this year, but it will next year. Those who have a hard time booking rooms may see the event as less attractive event and do something else this time of year. Mr. Jackson thinks that the event would be spectacular and something new for the town and approving a grant at the start is important for events to gain traction. Mr. Larson stated that the organizer requested this amount only to break even on their budget; they are not looking to make any money off of the event. Mrs. Holyfield and Mrs. Malmstrom asked if the dates were already set in stone yet because the timing is making it difficult to make a decision on approving the grant or not. Mr. McShane asked if they are interested in hosting the event here again. Mr. Larson stated that they would be rotating between three locations throughout the state. Mr. Hammond asked if it would be a moot point if the board approves the grant or will be this be a scheduling issue regardless. Mr. Gabriel said that they have already booked the fields for the event. Mr. Jackson requested that those who submit a grant should present to the board so that these questions can be answered directly by those planning the event. Ms. Bertoncelj pointed out that during Rocks Springs' High School Rodeo Finals nothing else can be scheduled during that week/weekend. Mrs. Malmstrom posed a question to the board, if the softball tournament is coming anyway and the board is supportive of the event, what's LJD going to think about us supporting them? It will increase hotel prices and take away business. Mr. Hammond asked Mr. Larson if their room night stays were correct for a three-day event. Mr. McShane put a motion on the table that the board should deny the grant. Mr. Jackson and Mr. Hammond seconded the motion. Mr. McShane asked Mr. Larson what LJD thought during their discussions. Mrs. Malmstrom stated that they don't know what that will do to the hotels and that it will be bad for the general public, then next year the public won't want to return because of the high prices. Mr. Larson asked the board if they would vote on the motion. Mrs. Walsh stated that it is a tough decision because of the kids in the sports and the money the event will bring the town. Mr. Larson suggested that the grant application be altered to say, if you can plan an event that's on a weekend by itself, we are more apt to fund and support. But if you decide to piggyback on certain events, the application won't be looked at favorably. Mr. Jackson stated that we should move ahead with the motion that's on the table and Mr. Larson can invite the softball tournament to re-present to the board. Mr. Hammond agreed and explained his second to the motion as there is not enough information in the application for the board to make a wise decision. Ms. Holyfield asked that when talking to them, that we be accommodating and welcoming. The motion passed unanimously that the board will deny the grant at this time and Mr. Larson will reach out to explain the decision and invite them to re-present.

c) 2020 Laramie Enduro Bike Race – Mr. Larson reported that at the end of July the Laramie Enduro is requesting \$7,500 for their annual Range Epic. Mr. Larson and board members thought that number was high. Mr. McShane asked if they applied for a grant last year; they did not. Mr. Larson stated that they would like to expand their marketing to larger publications which is why they are requesting \$7,500. Mr. Jackson made a motion to approve \$1,800 because it breaks them even according to their estimates. Mrs. Walsh seconded the motion. Mr. Hammond requested an addition to the motion stating that Visit Laramie gets a booth space. Mr. Jackson agreed and stated that we should have a booth at every event going forward. Mr. McShane seconded the addition and wanted to put some of our money towards putting an ad in a magazine for them. Mr. Jackson expressed his interest in learning how many actual room nights they report after the event because a large portion of them will camp or leave after the race. Mr. Hammond recapped asking the board to vote on the motion to grant \$1,800, with an ad, and a booth space. The motion passed unanimously.

d) City Grant for Wayfinding, Banner Signage – Mr. Larson reported that he wanted to run this by the board, it doesn't need to be voted on. Mr. Larson wrote a letter of support to assist Laramie Mainstreet with the wayfinding project for approximately \$9,000. The LCBA, Main Street, Jubilee Days, and the University also expressed their approval. That is part of a grant request to the Wyoming Business Council for the wayfinding project. Mr. Larson has also been talking with Mr. Todd Feezer who is working on putting up banner signage on some of the main streets in town. The idea is that some would be up for long-term events like the downtown farmer's market and others would be available to other events to advertise. In

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order to help with both parts of this, our commitment amount would need to be raised to \$15,000. Mr. Larson asked the board if they are comfortable with this because he is. Mrs. Malmstrom asked if this includes a long-term plan for beautification. Mr. Larson said this does not contribute to beautifying the town. The board asked Mr. Jackson, the treasurer, what he thought. Mr. Jackson stated that this is way over due and would be a smart decision.

e) IRU Sponsorship & Pre-FAM Trip – Mr. Larson stated that this event (previously RMI) is taking place in Casper this year. It rotates around the mountain west and Mr. Gray has attended multiple times. Mr. Larson stated that we are helping out with a Pre-FAM (familiarization) tour and Mr. Larson has also been approached to help out with some sponsorship which gives us a booth, multiple ads, the logo is all over the conference, and Mr. Larson would get the chance to present. Mr. Larson showed the board the various levels of sponsorship and believes \$2,000 is the amount the board should approve. Mr. Larson explained that since the event moves from state to state it is a good time for Wyoming partners to shine. Mrs. Walsh asked who attends this conference. Mr. Gray explained that it is mostly international tour operators. Mrs. Malmstrom made a motion to approve the \$2,000 sponsorship amount. Ms. Bertoneclj seconded the motion. The motion passed unanimously.

f) Elevation Celebration 2020 – Mr. Larson asked Mr. McShane to elaborate. Mr. McShane explained that this year the amount of \$1,500 would need to be raised to \$2,000 because one sponsor reduced their sponsorship. The event was already budgeted into the tourism board's budget at \$1,500. Mrs. Walsh asked what the attendance is like during the event. Mr. McShane reported that the event is all throughout town and all day so there is approximately 200 people at one time. Mr. Hammond asked if we can have a booth at the event. Mr. McShane said yes. Mr. Jackson made a motion to increase the pre-approved amount of \$1,500 to \$2,000. Mrs. Walsh seconded the motion. The motion passed unanimously.

g) LCBA Banquet Table, March 28th – Mr. Larson made the board aware that this doesn't need to be voted on either. Mr. Jackson brought the event to Mr. Larson's attention because we always get a table at the event (\$600/table). The event is supporting the LCBA of Commerce so all board members are welcome to attend and sit at the table.

8. Review of the Board/Staff Activities

a) January Office Stats – Ms. Johnston reported that over the month of January she sent out 923 visitor guide requests. She also put together 375 conference packets to programs such as the UW Clinical Psychology Program, the UW Medical Education Program, the Tri-Level Tennis Invite, and the WY Senior Winter Olympics. Ms. Bertoneclj asked why the email numbers were down. Ms. Johnston was out of town for a week in January on vacation.

b) Johnston

i) Visitors' Guide, Lodging Audit – Mr. Larson reported that Ms. Johnston has been working with Mr. Gray to organize new visitor guide information. Mr. Larson also reported that she helped with the Lodging Audit. Mr. Larson received information on lodging properties from the Albany County Treasurer for the staff to update and Ms. Johnston reviewed and corrected the information.

c) Gray

i) Distribution Update – Mr. Larson reported that Mr. Gray has been running around town delivering updated brochures and information to hotels, museums, the gateway center, the LCBA, and the airport. Mr. Gray reported that he has distributed over 10,000 additional brochures around town to get the town ready for summer.

ii) State High School Swimming Competition – Mr. Larson reported that Mr. Gray has been getting ready for the competition by ordering waterproof phone holders. The event takes place on the 20th-22nd.

d) Larson

i) Freelance Journalist Irene Thomas, Fort Collins Lifestyle Magazine – Mr. Larson reported that he hosted Irene Thomas from Fort Collins who has connections in other Colorado magazines like 5280. She will be submitting a story on the Laramie area in March in the Fort Collins Lifestyle Magazine. Mr. Larson hopes to create a relationship with her to spread the word around northern Colorado. Mr. Larson also stated that when she made it up here she was blown away because she expected Greeley, Colorado.

ii) Eric Webb, Tour of UW Conference Facilities – Mr. Larson stated that he finally had an in-depth tour of the gateway center with Eric Webb.

iii) 4th Economy & City Council – Mr. Larson reported that he's still continuing to work on the 4th Economy with the city and the Haub School and how it all will connect.

iv) Haub School & City – Mr. Larson reported that he has had a couple of ad-hoc meetings with the Haub School on potentially developing an outdoor recreation coalition to promote outdoor rec in a manageable, sustainable way.

v) WOT & WYDOT – Mr. Larson reported that he had a meeting at the Summit Rest Area with WOT and WYDOT to prepare for the summer season. Mr. Larson told the board that they would be talking about this more in the executive session.

vi) DMO CEO Monthly Call – Mr. Larson reported that he has been discussing with his counterparts across the state on a DMO CEO call to discuss legislative material. Mr. Domenic Bravo, the new director from Visit Cheyenne, started the monthly call sessions to talk about issues/challenges the state may face and how they can overcome those.

9. Public Comments

a) None

10. Adjournment

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MOTION BY Mr. McShane seconded by Mrs. Bertoncelj to adjourn into an executive session for employee personnel matters. The motion was passed unanimously. Meet was adjourned at 5:30 pm.

The next ACTB board meeting will be at the ACTB Office at 4 p.m. on Monday, March 16, 2019

Minutes respectfully submitted by Director Larson and Lyndee Johnston, Office Assistant