

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

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

**Absent:** Heber Richardson, Sarah Reese, Kevin Welch, Sarah Brown Mathews

**Guests:** Nancy Bartholomew (City Clerk), Kera Malmborg (Wyoming Office of Tourism), Nancy Oakland-Potter (City Manager's Office), Derek Teini (City of Laramie Planning Manager), Tera Sisneros (Picklebrawl ), Todd Feezer (Assistant City Manager)

1. 4:01 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. June Minutes

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

- b. Profits and Loss Budget vs. Actual

**Motion by Becky Maddox, seconded by Derek Jones, to approve the Profits and Loss Budget vs. Actual. Motion passes.**

- c. Advertising and Grants

**Motion by Kaley Holyfield, seconded by Derek Jones, to approve Advertising and Grants. Motion passes.**

4. Old Business
  - a. Cowboy Picklebrawl - Tera Sisneros explained that they had about 100 more players than in 2021. Next year they will have to add on extra days to the tournament. They had about 100 people attend the comedy show and about 20 guests were not with the tournament.
  - b. Laramie Regulators Baseball Tournament - Aaron Voos was unable to attend the meeting, but was able to provide a report to ACTB. 13 total teams played in the tournament with a minimum of 400 attendees at the event.
  - c. Wyoming Association of Municipalities - Nancy Bartholomew reported that they had 172 registrants with about 139 registrants coming from outside of Laramie.
5. Grants and Sponsorship Requests

- a. GEOPASS - Derek Teini introduced himself as a boardmember for the Wyoming Planning Association. This conference is for both GIS and city planning professionals and they are expecting 100-150 people from Sept. 14th - 16th.

**Motion by Kaley Holyfield, seconded by Becky Maddox, to approve the grant request for \$2,000 for the GEOPASS conference. Motion passes.**

- b. Tom Horn Days - ACTB reviewed grant request for a second time.

**Motion by Derek Jones, seconded by Becky Maddox, to approve the grant for \$1,700 on the condition that Tom Horn Days provide the following documentation before applying for the grant in the future: proof of 501(c)(3) designation for Tom Horn Days, proper PnL statement for Tom Horn Days, and receipts for all 2022 event marketing expenditures. ACTB will draft a contract outlining all requirements in order for Tom Horn Days to receive grant funding from ACTB for the 2022 event. Motion passes.**

- 6. Financial Reports
  - a. Lodging Tax Collections FY '23
- 7. New Business
  - a. Marketing report
  - b. Business After Hours - August 11th
- 8. Review of Staff Activities
  - a. All staff
    - i. Laramie Farmers Market booth
    - ii. Visitor Center landscaping
    - iii. Laramie Jubilee Days
    - iv. Most important for Q3
  - b. Executive update
    - i. FY 22 wrap up
    - ii. Goals for FY23
    - iii. Lodging Tax Ballot Initiative
  - c. Marketing
    - i. Summer 2022 video shoot
    - ii. Get to Know Your DMO webpage
  - d. Design
    - i. Leadership Laramie planning
    - ii. Content photoshoots
  - e. Events
    - i. Events calendar
    - ii. Event planning guide
    - iii. Wyoming Business Alliance Fall Conference
    - iv. Downtown Laramie Main Street Fall Conference
    - v. New Grant Guidelines
  - f. Operations

- i. June office stats - Walk-in traffic has increased substantially since relocation to the new space.
9. Public comments - None.
10. Motion to adjourn the meeting.

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

The next ACTB Board meeting will be held at 4:00 PM on Monday, August 15th, 2022.

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*