

Albany County Tourism Board
800 S 3rd Street, Laramie, WY 82070
Monday June 20th, 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, Pat Gabriel, Lyndee Gurnham

Absent: Heber Richardson, Becky Maddox

Guests: Teal Cufaude, Brenda Brown, Rand Selle, Anthony Teneralli

1. 4:04 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. Addition: Exterior improvement funding to be discussed as new business
3. Consent Agenda
 - b. May minutes

Motion by Sarah Brown Mathews, seconded by Kevin Welch, to approve the May 2022 minutes. Motion passes.

- c. Profits and Loss Budget vs. Actual.

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

- d. Advertising and grants

Motion by Sarah Brown Mathews, seconded by David Wright, to approve Advertising and Grants. Motion passes.

4. Old Business
 - a. Wyoming Game Wardens Association - Recap Report by Teal Cufaude.

Motion by Sarah Brown Mathews, seconded by Derek Jones, to approve Wyoming Game Wardens Association recap report. Motion passes.

5. Grant and Sponsorship Requests
 - a. Laramie Range Epic - Anthony Teneralli explained that they expect around 350 participants. Packet pickup will be held downtown. Some racers will camp, but a large portion will stay in town. Many racers come the night before and stay the night of the race.

Motion by Sarah Reese, seconded by Kaley Holyfield, to approve the full Laramie Range Epic request of \$1,800. Motion passes.

- b. Tom Horn Days - Brenda Brown and Rand Selle presented this year's marketing poster, and explained that they are working on obtaining funding for a documentary about Tom Horn Days. Tickets are being purchased ahead of time by out-of-state guests, but the majority of tickets will be purchased at the gate. Western Ag Reporter is running advertising every other week. Their Facebook reach is up 720%, Instagram reach is up 485%, and their TikTok page is up to 689,000 views.

Motion by Sarah Brown Mathews, seconded by Kevin Welsh, to postpone decision on Tom Horn Days grant application until ACTB can view Tom Horn Days' PnL, status of Tom Horn Days' non-profit application, current sponsor report, and ticket sales report. Motion passes. ACTB will reevaluate in July 2022.

6. Financial Reports

- a. Lodging Tax Collections FY '23: Larson explained that May was solid and June is looking strong, however winter is projected to be down.

Motion by Sarah Brown Mathews, seconded by Sarah Reese, to approve the legal notice of the public hearing for the budget. No public comment was received. Motion passes.

7. New Business

- a. Remodel - Update
- b. Marketing Report
- c. Sarah Brown Mathews suggested board members assist with exterior "spruce-up": spray weeds, trim bushes, etc. Volunteers will target doing this on Thursday afternoon this week.

8. Review of Staff Activities

- a. All staff
 - i. Q2 Team outing at Albany Lodge
- b. Executive Update
 - i. Internatinoal Tour Operators - This approach helps diversify the traveler mix.
 - ii. Haub School - Tourism Ambassador Program Development
 - iii. Laramie Jubilee Days
 - iv. Team Annual Reviews
- c. Marketing
 - i. Summer Campaigns
 - ii. Cowboy Character Challenge
 - iii. Content Shoots
 - iv. Travel Writers and Influencers
 - v. Museum Coalition Meeting
 - vi. Wend - Packages Update

- d. Design
 - i. Graphics, gift shop
 - ii. Gurnham - Leadership Laramie
 - iii. Downtown signage: Street Signs, Laradise Lane
- e. Events
 - i. Events calendar
 - ii. Event planning guide
 - iii. Event planning meetings
 - iv. Gem City Bison
 - v. Wyoming Association of Municipalities booth
 - vi. Pilot Hill 5k Booth
 - vii. Wyoming Business Alliance Fall Conference
 - viii. Downtown Laramie Main Street Fall Conference
 - ix. Grant Guidelines Review
- f. Operations
 - i. May office stats
 - ii. Exterior mural - in progress.
 - iii. Gift shop setup
 - iv. Wyoming Arson Investigators Conference

9. Public Comments - None.

10. Motion to adjourn meeting.

**Motion by Sarah Brown Mathews, seconded by Kevin Welch, to adjourn the meeting.
Motion passes.**

The next ACTB Board meeting will be 4:00 PM Monday, July 18th, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.