

Albany County Tourism Board  
800 S 3rd Street, Laramie WY 82070

Monday May 23rd, 2022

4:00 - 6:00 PM

**Present:** Kevin Welch, David Wright, Sarah Reese, Derek Jones, Emma Dixon, Sara Haugen, Lyndee Gurnham, Spencer Swift, Willow Hinckley, Scott Larson, Sarah Brown Mathews (4:37p), Pat Gabriel (4:41p)

**Guests:** Guy Warpness, Julie Stein, Robin Riegel, Bryr Grace, Lisa Levine, Abby Angel, Tera Cisneros, Becky Maddox, Michelle Holmes, Dr. Jean-Pierre Plaunche, Joe Rovani

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

3. Consent Agenda

a. April Minutes

b. Profits and Loss Budget vs. Actual

c. Advertising and Grants

Motion by Becky Maddox, seconded by Sarah Reese that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business

a. None

5. Grant and Sponsorship Requests

a. Laramie Jubilee Days

Overview of advertising tactics and detailed outline of marketing budget presented to board. LJD event announcements done. Royalty is going to tour and hand out rack cards for the events – around North CO, + Cody WY – board exploring the reach of their marketing tactics. Discussion of ACTB providing support on marketing.

b. Cowboy PickleBrawl

Special guest is the person considered to be the first professional pickleball player ever. Enlisting the help of the Cowboy as an additional venue. Using social media – a lot of marketing dollars are allocated to going to tournaments and marketing face-to-face, recruiting. An interview is going to be

done on Fox Sports in Casper WY – adding a commercial to well-known network for pickleballers. Gaining national attention – sport is growing in popularity fast. Gaining a lot of traction. Trying to set themselves apart as a “festival” rather than just a tournament.

c. Western Research Institute Petersen Conference- Presentation

In it's 59<sup>th</sup> year, 80% of attendees will be here in person. Going to be utilizing all the hotels. Going to host part of the conference downtown – people will be spending money downtown. Approximately 600 heads in beds – lots of international participants. There are presentations, but also experiences like banquets, cocktail hour, hiking, shooting range, downtown hang outs, etc. People bring their families normally, it's a little vacation. Just updated website. Many people come early and/or stay late. Need help from ACTB – booth @ event, VGs, answer questions, etc. (probably need 2-3 people? Communicate with Michelle)

d. Family Fun Night for the Eppson Center for Seniors

Fundraiser that is part of Jubilee Days to benefit Eppson Center – this is a way to garner more support from the community, to let the community know what the Eppson center is all about. Looking for support from local businesses for games and food – will be live music and such. People will already be here for Jubilee Days, event is focused on the community and community attention, however. Going to be doing a lot of marketing at family friendly locales to attract the right crowd. Looking to ACTB to help “underwrite” the event. Will be hosted at the fairgrounds during the kids rodeo night of Jubilee Days – really targeting family events, trying to capture family crowd. Something very kid friendly that people can do together – something to do “pre-babysitter”.

Motion by Sarah Brown Mathews, seconded by Becky Maddox to approve \$15,000 grant request for Laramie Jubilee Days. Motion passes. Derek Jones abstained from vote.

Motion by Becky Maddox, seconded by Sarah Reese to approve \$2,000 grant request for Cowboy Picklebrawl. Motion passes.

Motion by Sarah Brown Mathews, seconded by Kevin Welch to approve \$5,000 grant request for WRI Research/Asphalt Conference. Motion passes.

Motion by Becky Maddox, seconded by Sarah Reese to approve revised \$2,500 grant request for Eppson Center Family Fun Night. Motion passes.

6. Financial Reports

a. Lodging Tax Collections FY '22

April 22 was a record setting April. Will finish out fiscal year just shy of 1.25 mill finish, 22.5% up – best year ACTB has had.

7. New Business

a. Remodel – Update

Back in office week of May 30, still waiting on signage.

b. Board Seats Up for Renewal

David Wright, Kevin Welch, Sarah Brown Mathews seats up for renewal.

c . Marketing Report

d. Draft Budget & Draft Marketing Chart for FY23 – bigger budget FY23, five key takeaways: Higher overhead, bigger team, marketing budget is 25% larger, budget for conferences and education increased, budget for data/marketing support. No questions at this time. Will be presented in June for formal approval.

8. Review of Staff Activities

a. All Staff

i. Cowboy Character Challenge Demo – soft launched last week, “official launch” this week.

b. Executive Update

i. UW Haub School – Capstone Project Mentor – Final Report, Slide Deck

ii. IRU Fargo

iii. Podcasts – Let’s Get Two, Hello Wyoming

iv. Featured on Destination Changemaker Podcast – Spotify, Apple Music v. Wyoming Business Alliance Fall Conference

vi. Laramie Area Growth Plan

vii. Centennial Valley Tourism Summit – Slide Deck

c. Marketing

i. Summer Campaigns

ii. City of Fort Collins + Cowboy Character

iii. Cowboy Character Challenge

d. Design

i. Graphics, Gift Shop

ii. Gurnham – Leadership Laramie

e. Events

i. Events Calendar

ii. Event Planning Guide

iii. Laramie Jubilee Days

f. Operations

i. April Office Stats

ii. Exterior Mural – Update, Preview

9. Public Comments

10. Motion by Derek Jones, seconded by Becky Maddox to adjourn the meeting at 6:32pm.  
Motion passes.

11. The next ACTB Board meeting will be at 4:00 p.m. on Monday, June 20th, 2022.