

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, November 28th, 2022
4:00 p.m. - 6:00 p.m.

Present: Scott Larson, Spencer Swift, Emma Dixon, Willow Hinckley, Sara Haugen (via Zoom), Kevin Welch, Sarah Reese, Derek Jones, Becky Maddox, Pat Gabriel (4:45p)

Absent: David Wright, Sarah Brown Matthews, Kaley Holyfield, Heber Richardson

Guests: Jennifer Newcomb, Laura Tangeman

1. 4:05 Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum - Yes
 - b. Introduction of Guests – Jennifer Newcomb (representing High Altitude Invitational), Laura Tangeman (representing Cowboy Turf Wars)
2. Additions and/or Corrections to agenda
 - a. None

Motion by Sarah Reese, seconded by Derek Jones, to move forward with the agenda as written. Motion passes.

3. Consent Agenda
 - a. October Minutes
 - b. Financial Reports

Motion by Sarah Reese, seconded by Derek Jones, 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. High Altitude Invitational – A new event to Laramie. Skating competition open to figure skaters, hockey players, competitive skaters ranging in age from 4 – 90. This event is one of 3 in Wyoming, and the only event of its kind in SE Wyoming. Participation is expected from across Wyoming, the front range of Colorado, parts of Nebraska, and South Dakota. High Altitude Invitational has a website, has been doing email marketing, and has been marketing in-person in areas of Colorado. They are a state registered non-profit.

Motion by Sarah Reese, seconded by Becky Maddox, that the grant request of \$1020 for High Altitude Invitational be approved as presented for \$1020.00. Motion passes.

b. Cowboy Turf Wars – Turf Wars is in its 14th year in Laramie. They are facing a little pushback from participants due to the cost of hotels but are still very optimistic for a great turnout at the tournament. Turf Wars would like to allocate funds toward promotional items for players to urge them to return next year and serve as a reminder to register each year. This event sees people from several

states surrounding Wyoming, but now competes with another new indoor soccer tournament happening in Gillette, WY around the same time each year.

Motion by Sarah Reese, seconded by Becky Maddox, that the grant request of \$3900 for Cowboy Turf Wars be approved as presented for \$3900.00. Motion passes.

6. Financial Reports

a. Lodging Tax Collections FY '23 – October's lodging tax collections came back nearly flat, down less than 1% per Scott Larson. At this point in the fiscal year, Larson explains lodging tax collections are down about 2% overall. The Albany County Lodging Tax was on this year's ballot and passed with approximately 75% of voters in favor of the tax at 4%.

7. New Business

a. None

8. Review of Staff Activities

a. All Staff

i. Wyoming High School Football Championships – Another successful year. Larson received feedback that this year was one of the best years we've had yet in terms of event success.

ii. Wyoming Business Alliance Conference – This event went very well, and the staff of Visit Laramie received great feedback. The team and members of the board are hopeful that this event will return to Laramie again next November.

iii. Most Important for Q4 – Start winter marketing off strong to ensure a profitable winter travel season. Winter marketing campaigns will start strong on December 1, 2022 and end around March 31st, 2022 (weather permitting).

b. Executive Update

i. Data Reports – October Insights

ii. Boards & Committees

c. Marketing & Design

i. Marketing Report

ii. Shop Small

iii. Winter Marketing

iv. Winter Merchandise

e. Events

i. Event Planning Guide

f. Operations

i. October Office Stats

ii. October Gift Shop Stats

9. Public Comments

a. None

Motion to adjourn the meeting at 5:07pm by Derek Jones, seconded by Becky Maddox to adjourn the meeting. Motion passes.

The next ACTB Board meeting will be at 4:00 p.m. on Tuesday, January 17th, 2023. Please note that there will be no meeting in December during the holidays.

Minutes respectfully submitted by Willow Hinckley, Visitor Experience Manager