

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, November 26th, 2023
4:00 - 6:00 PM

Present: Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Emma Dixon, Lyndee Gurnham, Sara Ghezzi, Kera Malmborg, Becky Maddox, Matt Blakeman, Pat Gabriel, David Wright, Sarah Brown Mathews

Absent: Terri Jones, David Lewis

Guests: Tera Sisneros (Cowboy Pickelbrawl), Leslie Crossland (Cowboy Pickelbrawl), Jessica Brauer (Gem City Nights), Amber Travsky (Medicine Bow Rail Trail Marathon), Nick Costello (Medicine Bow Rail Trail Marathon), Glenn Gardner (Wyoming Office of Tourism), Peter and Ellen Reinertsen (Woods Landing)

1. 4:03 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 the agenda.
 - a. None.
3. Consent agenda
 - a. October minutes
 - b. Financial reports - linked in board packet.

Motion by Sarah Brown Mathews, seconded by Derek Jones, that the consent agenda be approved and that each specific action on the consent agenda be approved as indicated. Motion passes.

4. Old business
 - a. Medicine Bow Rail Trail Marathon - Ms. Travsky explained that the Dirt Circus event they had originally planned to attend was canceled two weeks after the grant was approved. Ms. Travsky asked if the remaining funds could be used for marketing activities for the 2024 race. ACTB staff suggested marketing the event in January to potential participants who are setting New Year goals.

Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, that the ACTB board allow flexibility in the use of the remaining funds (\$943.30) for the remainder of the fiscal year to promote the 2024 Medicine Bow Rail Trail Marathon.

- b. Cowboy Pickelbrawl - Ms. Sisneros gave an overview of the event and mentioned that another event is happening this weekend that is attracting out of state players.
- c. Gem City Nights - Ms. Brauer gave an overview of the event. Four of the five events were held, with one being canceled due to weather. Joint marketing was

done in partnership with Laramie Mainstreet. Next year, Ms. Brauer plans to hold the event four nights in August.

5. Grant and sponsorship requests
 - a. None.
6. Financial updates
 - a. Lodging tax collections FY '24 - Mr. Larson explained that this month's lodging tax collections could be explained by delayed reporting by lodging providers. Regardless, it is great to see a strong figure for the month. Mr. Larson explained that we are in a great spot financially as the team heads into the second half of the fiscal year.
7. New business
 - a. Destination development projects
 - i. Centennial Visitor Center - Mr. Larson explained that the Centennial Visitor Center will continue to be open through the winter, Friday through Monday from 8 AM - 4 PM. Christmas tree permits will be available at the center and proceeds will be donated to Common Outdoor Ground. Snowmobile permits will be sold at the center soon.
 - ii. Other projects - Mr. Larson explained that funds will be put towards the wayfinding sign project.
 - b. Exterior updates to the visitor center - Mr. Larson has met with Elkridge (the company used for interior updates) to discuss updates to the exterior of the visitor center.
 - c. Regional research road trip - Linked in board packet. Ms. Gurnham brought back photos, data, and collateral examples.
8. Review of staff activities
 - a. All staff
 - i. Q2 team outing - Mr. Larson gave an overview of the outing where the team went to Colorado for Top Golf.
 - ii. Events - High school football championships, Wyoming Business Alliance.
 - iii. WHTC Fall Summit
 - b. Executive update
 - i. Data reports - November insights linked in board packet. Mr. Larson highlighted the volume of visitors in the summer and fall.
 - ii. Boards and committees: Mr. Larson continues to be engaged with the South West Outdoor Recreation Coalition. The group has discussed Rodgers Canyon, Centennial Visitor Center, and the next outdoor recreation conference in Casper.
 - c. Marketing and design
 - i. Marketing report - Mr. Larson explained that the new version of Google Analytics is now being used and the report looks slightly different.
 - ii. Winter campaigns - Winter campaigns are in full swing.
 - iii. Small Business Saturday - Mr. Larson does not have data about this yet.
 - iv. Asset creation and planning - Ms. Gurnham has been spearheading this effort.

- d. Events
 - i. CRM updates
 - ii. Leadership Laramie
 - iii. Conference RFPs
 - e. Partnerships
 - i. Press trips - Canadians, Icelandic
 - ii. Partner Outreach - CDX, new activities for FAMs
 - iii. Website listing updates
 - f. Operations
 - i. October office stats
 - ii. October gift shop stats
9. Public comments - None.

Motion by Sarah Brown Mathews, seconded by Derek Jones, to adjourn the public meeting and enter executive working session to discuss the employee benefits document. Motion passes.

Motion by Sarah Brown Mathews, seconded by Becky Maddox, to adjourn executive working session. Motion passes.

10. Motion to adjourn the meeting.

The next ACTB board meeting will be 4:00 PM on Tuesday, January 16th, 2023.

Minutes respectfully submitted by Kaley Holyfield, Secretary.