

Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, October 16th, 2023

4:00 - 6:00 PM

Commented [1]: @director@visitlaramie.org these are all set!

Present: Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Emma Dixon, Lyndee Gurnham, David Lewis, Sara Ghezzi, Terri Jones, Kera Malmborg, Becky Maddox, Matt Blakeman, Pat Gabriel, David Wright (Virtual)

Absent: Terri Jones, Sarah Brown Mathews

Guests: Laura Tangemen, Anthony Teneralli, Amanda Harper, Shawn Faxon, Jeff Stender, David Hansen, Jamie Stine, Robin Riegel

1. 4:00 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum - Yes.
 - b. Introduction of guests - See above.
2. Additions and/or corrections to agenda
 - a. Mr. Larson requested that the board add the Laramie Range Epic post-event report to the old business section of the agenda.
3. Consent agenda
 - a. September minutes - see board packet.
 - b. Financial reports - linked in board packet.

Motion by Kaley Holyfield, seconded by Becky Maddox, 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. Laramie Range Epic - Mr. Teneralli and Ms. Harper thanked ACTB/Visit Laramie for helping make the race a success and presented a map showing where attendees came from. The majority of out-of-state racers come from the front range of Colorado. Mr. Teneralli noted that many racers camped rather than staying in hotels. Ms. Harper reported that they used Trail Forks, Bike Reg, and social media to market the race. The 2024 race will be held on July 27th.
 - b. Laramie Jubilee Days - Mr. Faxon, Mr. Hansen, Ms. Stine, and Ms. Riegel thanked ACTB for the 2023 sponsorship. Ms. Stine shared a summary of advertising reach, social media reach, website user engagement/locations, referral sources, and event attendance. Laramie Jubilee Days representatives expressed the need for updates/expansion of the facilities at the fairgrounds and Mr. Gabriel offered to help facilitate a conversation with the ACTB County Commissioner liaison.
5. Grant and sponsorship requests
 - a. Cowboy Turf Wars - documents linked in board packet. Ms. Tangeman and Mr. Stender reported that registration for the tournament opened two weeks ago and 135 teams have signed up. The tournament accommodates up to 190 teams.

Funds from this tournament help support operating costs of the soccer club. Ms. Tangeman and Mr. Stender explained that they have trouble tracking how many attendees stay in hotels and board members and staff provided suggestions for tracking of attendee hotel stays.

Motion by Becky Maddox, seconded by Derek Jones, to approve the Cowboy Turf Wars grant request as written. Motion passes.

6. Financial updates
 - a. Lodging tax collections FY 24 - Mr. Larson explained that tax collections were up compared to 2022, but not up compared to 2021. Mr. Larson explained that he is still waiting on the STR report and geofencing data.
7. New business
 - a. Destination development projects
 - i. Centennial Visitor Center + debrief meeting - Mr. Larson explained that the center served roughly 15,000 visitors over the summer. The center will be open through the winter and will offer Christmas tree permits. Results from the survey housed at the center will be available soon.
 - b. Upcoming events
8. Review of staff activities
 - a. All staff
 - i. Farmers markets
 - ii. Important for Q2 - Mr. Larson explained that the team is focusing on revamping the visitors guide.
 - iii. DMA West Education Summit - Mr. Larson and staff attended this event last week.
 - b. Executive update
 - i. Data reports - October insights linked in board packet.
 - ii. Boards & committees
 - iii. Community presentations
 - iv. One on one check ins
 - c. Marketing & Design
 - i. Marketing report - See board packet.
 - ii. Fall campaigns, winter campaigns - Mr. Larson explained that the first winter email was sent last week and campaigns will start in the next few weeks.
 - iii. Adobe Max conference - Ms. Gurnham attended this conference virtually last week.
 - d. Events
 - i. CRM updates
 - ii. Leadership Laramie
 - iii. Conference RFPs
 - iv. OTDS wrap up
 - e. Partnerships

- i. Press tips
 - ii. Fish On Ranch tour
 - iii. Partner outreach
- f. Operations
 - i. September office stats
 - ii. September gift shop stats
- 9. Public comments - none.

Motion by Kaley Holyfield, seconded by Becky Maddox, to adjourn the meeting. Motion passes.

The next ACTB board meeting will be 4:00 PM on Monday, November 27th, 2023.

Minutes respectfully submitted by Kaley Holyfield, Secretary.