

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, September 19th, 2022
4:00 - 6:00 PM

Present: Scott Larson, Sara Haugen, Kaley Holyfield, Spencer Swift, Emma Dixon, Derek Jones, Willow Hinckley, David Wright, Pat Gabriel, Lyndee Gurnham, Becky Maddox, Kevin Welch, Sarah Reese, Sarah Brown Mathews

Absent: Heber Richardson

Guests: Bryr Grace (Eppson Center for Seniors), Kera Malmborg (Wyoming Office of Tourism), Robin Riegal (Jubilee Days), David Hansen (Jubilee Days), Anthony Teneralli (Laramie Range Epic), Kirk Ermels (Laramie Range Epic), Jamie Stine (Jubilee Days), Shawn Faxon (Jubilee Days), Joe Rovani (Western Research Institute)

1. 4:03 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of guests - See above.
2. Additions and/or corrections to agenda
 - a. None.
3. Consent Agenda
 - a. August Minutes
 - b. Financial Reports

Motion by Becky Maddox, seconded by Kevin Welch, 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. Family Fun Night for the Eppson Center for Seniors - Bryr Grace explained that their event helped build their brand and awareness of their services even though they did not make any revenue with this event.
 - b. Laramie Jubilee Days - Jamie Stine gave an overview of their advertising reach including radio, social media, website, and a financial review. Jamie explained that she struggled to track hotel room usage and the group brainstormed ways to track this better next year.
 - c. Western Research Institute - Joe Rovani shared the outcome of their event. They broke attendance records and filled 43 hotel rooms at the HGI and 25 rooms at the HIL. 136 guests attended in person, although there is an error with this number and they hosted more than reported.
 - d. Laramie Range Epic - Kirk Ermels and Anthony Teneralli shared a heatmap detailing where their racers traveled from, details regarding an increase in registrants, and efforts to increase spending at local businesses and hotels.
5. Grant and Sponsorship Requests
 - a. None

6. Financial Reports
 - a. Lodging Tax Collections FY '23 - Larson explained that ACTB was down 12% in August. ADR is down a few dollars and occupancy dropped 9-10% YOY.
7. New Business
 - a. Marketing Report - See packet.
 - b. Data Reports - August Data linked in board packet.
8. Review of staff activities
 - a. All staff
 - i. Farmer's Market Booth
 - ii. Goals for FY '23
 - b. Executive Update
 - i. Annual Report Advocacy Campaign
 - ii. Boards & Committees
 - iii. Community outreach
 - iv. DMA West Education Summit
 - c. Marketing & Design
 - i. Cowboy Character Challenge
 - ii. Fall Campaigns
 - iii. Winter Campaigns
 - iv. Content Photoshoots
 - d. Events
 - i. Event planning guide
 - ii. Conference support & event booths
 - e. Operations
 - i. August office stats
 - ii. August gift shop stats
9. Public comments
10. Motion... to adjourn the meeting

Motion by Kaley Holyfield, seconded by Kevin Welch, to enter executive session to discuss Overall ACTB 2023 Outcomes. Motion passes.

Motion by Sarah Brown Mathews to approve the revised outcomes statement as edited. Seconded by Becky Maddox. Motion passes.

Motion by Kaley Holyfield, seconded by Sarah Brown Mathews, to adjourn executive session. Motion passes.

Motion by Kaley Holyfield, seconded by Sarah Brown Mathews, to adjourn the meeting. Motion passes.

The next ACTB meeting will be at 4:00 PM on Monday, October 24th, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.