

**Albany County Tourism Board**  
800 S 3rd Street, Laramie, WY 82070  
Monday, September 18th, 2023  
4:00 - 6:00 PM

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

**Absent:** David Wright

**Guests:** Wendy Fanning, Joe Rovani, Aaron Voos, Glenn Gardner (Virtual)

1. 4:00 Call regular meeting of the Albany County Tourism Board to order.
  - a. Confirmation of quorum - Yes.
  - b. Introduction of guests Wendy Fanning, Joe Rovani, and Aaron Voos.
2. Additions and/or corrections to agenda
  - a. None.
3. Consent agenda
  - a. August minutes
  - b. Financial reports - linked in board packet

**Motion by Kaley Holyfield, seconded by Sara Ghezzi, 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 Regulators - Mr. Voos gave an overview of the tournament. 22 teams participated with each team bringing in about 25 people. Grant funds were primarily used for on-site banners.
  - b. Petersen Asphalt Research Conference - See linked documents. Mr. Rovani reported that the event produced about 425 hotel nights. Online attendance dropped off this year, but more in-person attendees travelled to Laramie this year.
  - c. Wyoming Women's Business Center - See linked documents. Ms. Fanning reported that 238 people attended the event, with about 52 visitors from outside of town attending. Grants funds were used to purchase Wyoming Public Radio ads to promote the event.
5. Grant and sponsorship requests
  - a. None.
6. Financial Updates
  - a. Lodging tax collections FY 24 - Mr. Larson explained that August tax collections were strong with an increase of 12% over the prior year. However, compared to 2021, collections are flat. The STAR report showed that occupancy for August was 77%, which is higher than August of 2022 and 2021 and ADR remains high.
7. New Business
  - a. Destination Development Projects

- i. Outlaw Trail Dinner Show - This event continued to be successful, however a new venue will be needed for next year.
- ii. Centennial Visitor Center - As the season winds down, the visitor center continues to help about 75 people a day. Moving into the fall, the plan is to continue to keep the visitor center open on weekends.
- b. Election of new vice chair

**Motion by Kaley Holyfield, seconded by Sarah Brown Mathews, that Sara Ghezzi be appointed vice chair. Motion passes.**

- 8. Review of staff activities
  - a. All staff
    - i. Farmers markets - This event continues to be a great way to reach residents and visitors.
    - ii. Outlaw Trail Dinner Show - See notes above.
  - b. Executive update
    - i. Data reports - September insights linked in board packet.
    - ii. Boards and committees - SEWORC met recently and discussed Rodger's Canyon cleanup day. Mr. Larson asked for board support to sign a letter of support to increase USFS fees in the Routt/Medicine Bow fees. Mr. Larson continues to be involved with wayfinding signage efforts.

**Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, that Director Larson sign the letter of support on behalf of ACTB for an increase in USFS use fees. Motion passes.**

- c. Marketing and design
  - i. Marketing report
  - ii. Fall campaigns
  - iii. Regional research road trip
- d. Events
  - i. Outlaw Trail Dinner Show
  - ii. Petroleum Conference
  - iii. WBA
  - iv. Leadership Laramie
  - v. Conference RFPs
- e. Partnerships
  - i. Press trips
  - ii. Hay Days
  - iii. Fish On Ranch Tour
- f. Operations
  - i. August office stats
  - ii. August gift shop stats
- 9. Public comments - none.
- 10. Motion to adjourn the meeting.

**Motion by Sarah Brown Mathews, seconded by David Lewis, to adjourn the meeting.  
Motion passes.**

The next ACTB meeting will be at 4:00 PM on October 16th, 2023.