

Albany County Tourism Board

800 S 3rd Street
Laramie WY 82070
Monday, Sept. 16 2024
4:00 PM - 6:00 PM

Attendees: Andi Jaspersen, Sara Haugen, Derek Jones, Kaley Holyfield, Sara Ghezzi, Kera Malmborg, Matt Blakeman, Sarah Brown Mathews, David Lewis, Emily Madden, Pat Gabriel, Becky Maddox, Emma Dixon, Dayton Gooder, Lyndee Gurnham

Absent: Terri Jones

Guests: Didier Lesuer, Michelle Holmes, Yogesh Kumbargeri, Amanda Harper, Robin Riegel, Jaime Stine, Shawn Faxon

1. 3:57 PM 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 agenda
 - a. Ms. Brown Mathews asked that we add an agenda item to discuss an open house to welcome the new executive director and asked that the board move into executive session at the end of the agenda.
3. Consent agenda
 - a. August minutes - linked in board packet.
 - b. Financial reports - linked in board packet.

Motion by Ms. Maddox, seconded by Mr. 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. Peterson Asphalt Research Conference - report linked in board packet. 148 attendees attended the conference in person, with attendees joining from the USA, Canada, Europe, South America, India, and Australia. Mr. Kumbargeri reported that about 151 room nights were produced with the room block, but more room nights are estimated to be produced outside of the room block. The event is scheduled for July 14-17, 2025.
 - b. Laramie Range Epic Race - report linked in board packet. Ms. Harper reported that the event had 377 racers start out of 435 registrants. 90% of racers picked up packets downtown the day before the race. 42 racers purchased additional meal tickets, which the race directors used to estimate how many family and/or friends are joining the racers. 13% of racers reported staying in a hotel or AirBnB.
 - c. Jubilee Days - report linked in board packet. Ms. Stine gave a report of the publications that were used for advertising and the 2024 social media statistics. Ms. Stine reported that attendance had increased at all rodeo events. Ms. Stine

estimated that 709 room nights were produced based on the number of guests attending from over 70 miles away.

5. Grant and sponsorship requests
 - a. None
6. Financial updates
 - a. Lodging tax collections FY '25
7. New business
 - a. Grant discussion - Ms. Jaspersen recommended that ACTB accept grant applications twice a year and that 50% of the grant amount be released before the event so the event can have some capital to invest in marketing efforts. Ms. Dixon noted that this would be a more efficient way to process grants and would allow ACTB to market the grants to a wider audience. Ms. Jaspersen suggested that press releases be published as grant applications are approved.
8. Open house - Ms. Brown Mathews suggested hosting an open house to welcome the new executive director. This would be an opportunity for Ms. Jaspersen to meet community leaders, lodging representatives, business leaders, and more. Ms. Brown Mathews suggested hosting the open house on October 3rd from 4:00 - 6:00 PM. Visit Laramie staff will run point on setting up catering, sending out invitations, and notifying the LCBA about the event.
9. Reports
 - a. Department activities - report linked in board packet.
10. Public comments
 - a. None.

Motion by Ms. Holyfield, seconded by Mr. Jones, to move into executive session to discuss personnel matters. Motion passes.

Motion by Mr. Jones, seconded by Mr. Lewis, to adjourn the executive session. Motion carries.

Motion by Ms. Holyfield, seconded by Ms. Maddox, to adjourn the meeting. Motion carries.

The next ACTB board meeting will be at **4:00 PM** on **Monday, October 21st, 2024.**

Minutes respectfully submitted by Kaley Holyfield, Secretary.