

Albany County Tourism Board
800 S. 3rd Street, Laramie WY 82070
Monday, November 22nd, 2021
4:00 - 6:00 PM

Present: David Wright, Becky Maddox, Derek Jones, Rebecca Walsh (via Zoom), Pat Gabriel (via Zoom), Sara Haugen (via Zoom), Lyndee Gurnham, Willow Hinckley, [Scott Larson](#)
Absent: Kaley Holyfield, Heber Richardson
Guests: Lindsey Freeman

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 agenda
 - a. No additions or corrections
3. Consent agenda
 - a. October minutes
 - b. Profits and loss budget vs. actual
 - c. Advertising and grants

Motion by Becky Maddox, 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. AgWISE Conference - see attached file of grant recap presented by Lindsey Freeman
5. Grant and sponsorship request
 - a. Cowboy Turf Wars - Larson spoke with requestor Laura Tangeman (post-October board meeting) about ACTB paying for their advertising budget in the amount of \$2,600

Motion by Rebecca Walsh, seconded by Becky Maddox that motion passes to approve a grant for Cowboy Turf Wars in the amount of \$2,600.

6. Financial reports
 - a. Lodging tax collections FY 22 - Larson shared we are 15% above October 2019 for lodging tax collections, similar to the previous month of September. ACTB is still on track for a great fiscal year.
7. New business
 - a. Marketing report
 - b. 2021 Summer Visitor Profile survey
 - c. Remodel
 - i. Larson presented a floor plan for office renovations to maximize visitor space and engagement. A contractor had visited the building to give Visit

Laramie an idea of costs and a timeline. The board was in favor of the renovations and an unofficial motion to accept the floor plan and renovations was made by Derek Jones and seconded by Becky Maddox.

- d. Open board seats - Larson has been working consistently to fill open board seats and has identified a few prospective board members. ACTB is waiting on applications from these prospects.
8. Review of staff activities
- a. October office stats - foot-traffic had increased considerably when compared to 2019 and 2020. Overall, October was busier than it had been the previous two years. Being able to capture after-hours traffic has been significant in keeping accurate data for the visitors center.
 - b. All staff
 - i. High School Football Championships
 - ii. Storage unit clean up
 - iii. 2022 Visitor Guide
 - c. Haugen
 - i. Shop Small
 - ii. Crowdriff Conference
 - d. Gurnham
 - i. High School Football Championships
 - ii. Leadership Laramie
 - iii. Adobe MAX Conference
 - iv. 2022 Visitors Guide
 - e. Hinckley
 - i. High School Football Championships
 - f. Larson
 - i. AMA Omaha
 - ii. WPR Panel on tourism
 - iii. Gateways
 - iv. Wayfinding
 - v. ACTB Audit for FY21
9. Madden Voyage Demo - this has been tabled for a future meeting due to time constraints
10. Public comments
11. Motion to adjourn the meeting.

Motion by Derek Jones, seconded by Becky Maddox to adjourn the meeting at 5:04 PM.

The next ACTB Board meeting will be at 4:00 PM on Monday, December 20, 2021.

Minutes respectfully submitted by Willow Hinckley, Information Specialist.