

Albany County Tourism Board
210 E. Custer Street, Laramie WY 82070
Monday, April 16, 2021 - 4:00 p.m. - 6:00 p.m.

Present: Scott Larson, Kaley Holyfield, Kathleen Bertoncej, Rebecca Walsh, Sara Haugen, Lyndee Gurnham, David Wright, Tessa Cedillo, Willow Hinckley, Pat Gabriel, Brad Jackson
Absent: Heber Richardson, Page Malmstrom
Guests: Josh Boudreau

- 4:05 Call Regular Meeting of the Albany County Tourism Board to order
- a. Confirmation of Quorum - Yes
 - b. Introduction of Guests - Josh Boudreau
2. Additions and/or Corrections to agenda
- a. Postpone executive meeting - Per David Wright.
3. Consent Agenda
- a. February Minutes
 - b. Profits and Loss Budget vs. Actual
 - c. Advertising and Grants

Motion by Kathleen Bertoncej, seconded by Kaley Holyfield that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
- a. None
5. Grant and Sponsorship Requests
- a. None
6. Financial Reports
- a. Lodging Tax Collections FY 2020 – 2021- Albany County did better compared to competitor counties and April is looking solid. We exceeded the budget coming in down 20% for the fiscal year. We are engaging with more people on social media than most other areas (except for Jackson, Cody, and State pages).
7. New Business
- a. New Website + Rebrand – Launched April 13th
 - b. Marketing Report - See board packet.
 - c. Recreate Responsibly Campaign Outline - ACTB is working with the Haub School.
 - d. Summer Marketing - Summer marketing was started in mid-late March. Larson noted that summer demand is showing up early.
 - e. Sports Illustrated Video Released + Homepage Feature - Tourism will push this again in fall during shoulder season.
 - f. Summit Visitor Center - ACTB no longer intends to run the visitor center. We will need to consider weekend staffing for the new building since the visitor center won't be open.
 - g. 2021 Video Shoots - Historically ACTB has done a 3 day summer shoot and a 3 day winter shoot. This year ACTB will do a 2 day summer shoot, a 2 day fall shoot, and a 2 day winter shoot. Larson noted that fall is a missed opportunity so we will gather content this year.

8. Review of Staff Activities

- a. March Office Stats - Leads are through the roof compared to 2019.
- b. All Staff
 - i. New Website - Completed.
 - ii. CMS + CRM Training - Everyone in office has been or will be trained.
 - iii. New Email Template - A custom template was designed to match rebrand.
 - iv. Destination Next - Berkeley is working with Larson on the draft.
 - v. Staff Retreat – April 20th - This was postponed for a few weeks as the facilitator was not able to attend due to weather conditions.
- c. Haugen
 - i. Main Street Partnership - Haugen is working with Downtown on the kiosk redesign.
 - ii. New Welcome Email Template
- d. Gurnham
 - i. 2021 Visitors Guide
 - ii. Rebrand Materials
 - iii. Viaduct Banners
- e. Hinckley
- f. Larson
 - i. Laramie Tourism Coalition (City + ACTB) - This coalition will be wrapping up in a few months. Larson observed that it got a lot of people engaged with efforts that Tourism is doing.
 - ii. ACTB + Haub School - The class will present their capstone Recreate Responsibly project in 2 weeks. Larson expects them to come forward with a considerable amount of research and data.
 - iii. ACTB + UW Institutional Marketing - Tourism has developed a great partnership with them.
 - iv. DMO CEO Chat
 - v. SE WY Mountain Biking Loop Co-op - This loop will highlight Albany, Laramie, and Platte County as well as Pole Mountain, Gowdy, and Glendo.
 - vi. Laramie Beautification Committee
 - vii. Miles Destination Optimization Program
 - viii. Speaking Opportunities - Larson has 2 opportunities lined up for this fall.
 - ix. New Building Update - Scott will keep moving on the project and start getting bids from contractors. The board recommended an RFP.

9. New Website & Rebrand Overview + Launch Plan

10. Public Comments - None.

11. Executive Session (Requested by David Wright) - Cancelled.

12. Motion...to adjourn the meeting

Motion by Brad Jackson, seconded by Kathleen Bertoneclj to adjourn the meeting at 5:52 PM.

13. The next ACTB Board meeting will be at 4:00 p.m. on Monday, May 17, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.