

Albany County Tourism Board
800 S 3rd Street
Laramie, WY 82070
Monday, April 17th, 2023
4:00 - 6:00 PM

Present: Scott Larson, Sara Haugen, Kevin Welch, Derek Jones, Sarah Brown Mathews, Kaley Holyfield, Lyndee Gurnham, Becky Maddox, Kera Malmborg, Emma Dixon, Sarah Reese, Pat Gabriel

Absent: Terri Jones, David Wright

Guests: Anthony Teneralli (Laramie Range Epic)

1. 4:06 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum
 - b. Introduction of guests: Anthony Teneralli, Vice President of Laramie Range Epic Board.
2. Additions and/or corrections to agenda
 - a. None.
3. Consent agenda
 - a. March minutes
 - b. Financial reports

Motion by Sarah Brown Mathews, 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. None.
5. Grant and sponsorship requests
 - a. Laramie Range Epic - Anthony Teneralli presented the marketing plan for the 2023 Laramie Range Epic.

Motion by Kaley Holyfield, seconded by Becky Maddox, to approve the grant application as requested by the Laramie Range Epic. Motion passes.

6. Financial updates
 - a. Lodging tax collections FY '23 - March was a positive month for lodging tax.
7. New business
 - a. Destination development projects
 - i. Transportation - Larson and team will no longer be creating a large-scale transit plan, but have started conversations with the high school about re-purposing school buses during the busy peaks of summer.
 - ii. Outlaw Trail Dinner Show - Emma and Lyndee are continuing to work on this project. This will be scaled back from a weekly event to a monthly

event. Actors, catering, and dates are pinned down. The team did more research on why the theater was not a success in the past: marketing was not done correctly and managing alcohol permits was burdensome. Sarah Reese suggested partnering with a restaurant to offer beverages before or after the event since the ACTB will not pursue a liquor license.

- iii. Centennial Visitor Center - Larson has been working with the Forest Service, Haub School, and Common Outdoor Ground. Staff members will be employees of Common Outdoor Ground, funded by ACTB. Training will take place after Memorial Day and the Visitor Center will be staffed from June to September. Staff members will be required to complete The Certified Destination Expert Program. The plan is to have the center open 8 AM - 5 PM, seven days a week.

b. Board seats - Three seats are up for renewal and one partial seat will be open.

8. Review of staff activities

a. All staff

- i. Annual team retreat and outing - The Visit Laramie team was off-site at the Vee Bar last week. More information from this retreat will be shared next month.
- ii. Most important for Q2 - This is a continuation of the destination development projects.
- iii. Onboarding - Larson and team are continuing to work with Kera Malmberg on onboarding.

b. Executive Update

- i. Data reports - March insights. Linked in board packet.
- ii. Boards & committees - SEWORC met recently to discuss Outdoor Recreation Forum. Larson is still on the Wayfinding Committee and the group is figuring out how to prioritize the signs to install and how to fund the remaining signage.
- iii. Planning - budget review, FY 24, marketing chart. Larson and team will present a draft budget and marketing chart at the May board meeting.
- iv. Other projects - The Certified Destination Expert Program (previously known as the Ambassador Program) will be rolled out any week. The course consists of 6-8 hours of courses focusing on tourism and customer service. The cost to take the course is minimal and those who have completed the training will receive a pin to wear. Additionally, Larson will send out the downtown boutique hotel MBA project slide deck to the board.

c. Marketing & design

- i. Marketing report - See board packet.
- ii. Summer campaigns - Summer campaigns are in full swing.
- iii. Cowboy Character Challenge 2.0 - The goal is to launch this by the end of the month.

d. Events

- i. CVent registrations

- e. Operations
 - i. Extranet Partner Portal
 - ii. Visitor guides to UW - About 3,000 guides were provided to various departments on campus.
 - iii. March office stats - See board packet.
 - iv. March gift shop stats - See board packet.
- 9. Public comments - None.
- 10. Motion to adjourn the meeting.

**Motion by Sarah Brown Mathews, seconded by Derek Jones, to adjourn the meeting.
Motion passes.**

The next ACTB meeting will be at 4:00 PM on Monday, May 22nd, 2023.

Minutes respectfully submitted by Kaley Holyfield, Secretary.