

Albany County Tourism Board
800 S 3rd Street
Laramie, WY 82070
Monday, April 15th
4:00 - 6:00 PM

Attendees: Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Emma Dixon, Lyndee Gurnham, Sara Ghezzi, Kera Malmborg, Becky Maddox, Matt Blakeman, Sarah Brown Mathews, David Lewis, David Wright, Pat Gabriel

Absent: Terri Jones

Guests: Trey Sherwood - Virtual (Brewfest), David Hansen (Jubilee Days), Jaime Stine (Jubilee Days), Glenn Gardner - Virtual (Wyoming Office of Tourism)

1. 4:01 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum - Yes
 - b. Introduction of guests - See guests listed above.
2. Additions and/or corrections to the agenda
 - a. None
3. Consent agenda
 - a. March minutes - linked in board packet.
 - b. Financial reports - linked in board packet.

Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, 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. Brewfest - Documents linked in board packet. Ms. Sherwood presented a grant request for \$3,000. Ms. Sherwood explained that Brewfest is Laramie Main Street's primary fundraiser. The event has been going on for eight years. 45 breweries participate each year, with 3 brewers attending from Albany County. The majority of brewers come from outside the county. Ms. Sherwood explained that the competitive nature of the event attracts brewers from all around the region. Brewers are offered up to \$100 per night to use for lodging during the event. The board asked Ms. Sherwood to apply again, but with a focus on using the funding for marketing efforts.
 - b. Pilot Hill 25k - Documents linked in board packet. Ms. Holyfield and Ms. Brown Mathews recused themselves from the vote. Ms. Holyfield gave an overview of the event and the organization hosting the event. Ms. Holyfield provided a breakdown of the marketing expenses the grant funds would be used for. The board suggested reaching out to the Wyoming Athletic Association to market the

event to high school cross country and track runners and writing a press release to be sent to Wyoming news outlets.

- c. Laramie Jubilee Days - Documents linked in board packet. Ms. Stine corrected her application and noted that Brewfest is scheduled at the same time as Jubilee Days. Ms. Stine explained that their event is 10 days long and will kick off on July 6th. The event will wrap up on July 14th. The event will include rodeo events, bull riding, kids events, a parade, and more. Ms. Stine projects 270 hotel nights to be produced at a minimum based on online ticket sales. Mr. Hansen explained that they plan to bring in a video board for the rodeo to highlight ACTB and rodeo replays. ACTB will also be featured in the Boomerang, on the radio, and will receive tickets to events. Ms. Stine explained that the event attracts guests from all over the country.

Motion by Derek Jones, seconded by Becky, to table the discussion until the board receives a budget highlighting marketing expenses for the event and vote via email. Motion passes.

Motion by Becky Maddox, seconded by Sarah Ghezzi, that the grant application for Pilot Hill 25k be approved. Motion passes. Ms. Holyfield and Ms. Brown Mathews did not vote.

Motion by Sarah Brown Mathews, seconded by Sarah Ghezzi, that the grant application for Laramie Jubilee Days be approved with the following contingencies: ACTB will provide a grant for \$7,500 in cash for marketing expenses, \$7,500 for in-kind marketing services provided by Visit Laramie, and the commitment of Destination Development funds totalling \$16,450, for a total contribution of \$31,450. Motion passes with 6 ayes and 1 no.

6. Financial updates

- a. Lodging tax collections FY 24 - Mr. Larson provided an overview of lodging tax collections, available in the board packet.
- b. Public officer training - Mr. Larson reminded the board to complete public officer training by July 1st.

7. New business

- a. Destination Development Projects - Mr. Larson will provide a report for these funds at the next ACTB meeting. These funds will be spent by June 30th and additional funding will be provided on July 1 to support projects for the next two years.
 - i. Centennial Visitor Center - Mr. Larson is working on the paperwork to transfer management from Common Outdoor Ground to ACTB. The gift shop is up and running. The finalists for the vault toilet murals have been selected. The murals will be finished in time for the byway opening in May.

- ii. Wayfinding match program - Mr. Larson explained that these signs continue to be installed. 13 signs are in progress and 5 have been installed.
 - iii. Laramie Jubilee Days - Maps linked in board packet.
 - b. Other projects
 - i. Albany road project - This topic will be on the SEWORC meeting agenda on May 30th. Stakeholders will be invited to provide their perspective on this issue.
 - ii. Grants and sponsorships guidelines - The board agreed to table this conversation for the sake of time.
- 8. Review of staff activities
 - a. Director's report - Linked in board packet
 - i. Data reports - April insights linked in board packet.
- 9. Public comments
- 10. Motion to adjourn the meeting.

Motion by Derek Jones, seconded by David Lewis, to adjourn the meeting. Motion passes.

The next ACTB meeting will be at 4:00 PM on Monday, May 20th, 2024.

Minutes respectfully submitted by Kaley Holyfield, Secretary.