

# Albany County Tourism Board Minutes

800 S 3<sup>rd</sup> Street, Laramie WY 82070

Monday, April 20, 2025 - 4:00 p.m. - 6:00 p.m.

## 1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order

### a. Confirmation of Quorum-confirmed

Kera Deakins , Matt Lockhart, Joseph Sanchez, Patrick Coffey , Sarah Brown Mathews, Glenn Gardner, Colton Irene, Sara Ghezzi, Sara Haugen, BJ Finney

### b. Introduction of Guests

David Hansen, Kenzie Holmberg, Shawn Faxon-Jubilee Days

## 2. Additions and/or Corrections to agenda

### a. Public Comments

b.

## 3. Consent Agenda

### a. [March Minutes](#) edits will be approved at next meeting

### b. [Financial Reports](#)

Motion moved and seconded that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated. Approved

## 4. Old Business

### a. Board vacancy- Open help spread the word

## 5. Grants and Sponsorships

### a. Laramie Jubilee Days – [Application Here](#)

Grant ask of \$15,000 (7,500/7,500 in kind)

WY statehood common theme across marketing materials

New radio ads targeting Casper, Cheyenne, Northern CO.

Social Media- focus on facebook groups, developing plan to ramp up posting closer to event

Push for downtown events and weekend getaways

Billboards Greeley/Ft. Collins/Loveland this is a new marketing approach

Insights from WY Office of Tourism-59% accommodations spending jumped

Top Markets- SLC, Denver, Lincoln

2025 tickets sold- 6664

Resident spending decreased 17%, working on increasing resident engagement

Shuttle will run again this year

Motion moved and seconded to Approve Jubilee Days \$15,000 (7,500/7,500 in kind) sponsorship ask and approved as indicated.

### b. Sponsorships Awarded – Laramie Regulators (more banners to be on several fields) and WACTE Conference \$500 and tabling at the event – [Tracker Here](#)

## 6. Financial Updates

- a. Lodging Tax Collections – [FY 2026](#)  
hotel that are down a floor at a time, renovations  
Occupancy down but ADR staying the same  
July/August outlook strong  
Data is what we expected
- b. 2025 Dean Runyan Report – [File Here](#)  
13 million in tax from overnight stays

## 7. New Business

- a. Vote to request Albany County Commissioners place lodging tax on ballot – [Action Plan](#)  
Motion and seconded to request Albany County Commissioners place lodging tax on ballot and motion passes by all.
- b. Kiosk update  
Installed, troubleshooting some wifi issues
- c. Current Destination Development Fund Expenditures – [File Here](#)  
Sign is almost done, moving right on schedule  
No concerns on current projects  
Report sent to the state
- d. Sentiment survey update  
UW Capstone project, they will be presenting on May 12th board encourage to attend
- e. Upcoming Conferences: Wyoming Outdoor Recreation Summit April 30 – May 1, Mountain West Trails Conference May 19-20
- f. [Director's Report](#)  
Kera Graduated CDME Certification-Congrats!

- i. [Statistics](#)

8. Moved and seconded to adjourn the meeting.

9. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, May 18<sup>th</sup>, 2025.***