

**Albany County Tourism Board**

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

Monday, April 21, 2025 - 4:00 p.m. - 6:00 p.m.

**Attendees:** Andi Jaspersen, Derek Jones, Kaley Holyfield, Sarah Brown Mathews, Becky Maddox, Glenn Gardner, Sara Ghezzi, Matt Lockhart, Dayton Gooder, Sara Haugen, Kera Deakins, David Lewis, Matt Blakeman, Emily Madden, Thad Hoff, Becky Maddox, Kera Deakins

**Absent:** Dayton Gooder, Arden Madden, David Lewis, Matt Blakeman, Emily Madden

**Guests:** Alexander Hancock (Pilot Hill 25k), Jennifer Clark (J&J Second Chance), Aaron Voos (Laramie Regulators), David Hansen (Laramie Jubilee Days), Jaime Stine (Laramie Jubilee Days), Kayla Clark (Winter Fest), Abbey Rux (Laramie Regulators)

1. 4:01 PM Call Regular Meeting of the Albany County Tourism Board to order
  - a. Confirmation of Quorum and Conflict of Interest. Ms. Holyfield and Ms. Brown Mathews stated that they will abstain from voting on the High Plains Harriers grant request.
  - b. Introduction of Guests
2. Additions and/or Corrections to agenda - None.
3. Public Comments about non-agenda topics - None.
4. Consent Agenda
  - a. [March Minutes](#)
  - b. [Financial Reports](#)
  - c. [Director's Report](#)

**Moved and seconded that Consent Agenda be approved (as indicated). Motion passes.**

5. Grant and Sponsorships Reports
  - a. [Winter Fest Review](#) - Ms. Clark gave an overview of the event that was held in February. Ms. Clark reported that 12 overnight stays were generated and presented more details about visitor stays and spending.



## 6. Grant and Sponsorship Requests

a. Pilot Hill 25k - Mr. Hancock gave an overview of the event, an update on registrants, and presented the grant request. The staff provided recommendations to help increase overnight stays for the event.

b. J&J Second Chance - Ms. Clark gave an overview of what the funds would be used for, including new signage and flyers. Ms. Clark explained that she has been making changes to make the farm more visitor friendly.

c. Regulators - Mr. Voos and Ms. Rux gave an overview of the event and explained how they are positioned for growth. Mr. Voos explained that growth is limited by the lack of field space. Mr. Voos' request was the same as the prior year and Mr. Voos asked the group to consider how to partner in the future.

d. Jubilee Days - Mr. Hansen shared the details of the event, including prior ticket sales for the carnival and rodeo. Ms. Stine estimated that 709 room nights were produced in 2024. Ms. Stine gave an overview of the destinations that they are marketing to. Mr. Hansen explained that they plan to expand their rodeo seating capacity by renting additional bleachers.

**Moved and seconded to amend the budget and move \$20,000 out of direct marketing expenses to support grants. Motion passes.**

**The Pilot Hill 25k grant request will be tabled for the May 19th, 2025 board meeting as there was not a quorum present. Ms. Holyfield and Ms. Brown Mathews plan to abstain from voting due to conflict of interest.**

**Moved and seconded to deny the grant application, with the recommendation for J&J Second Chance to work with the staff to provide a budget, quotes for printing and software, and documentation for non-profit status. Motion passes.**

**Moved and seconded that the Laramie Regulators grant request be approved as written. Motion passes.**

**Moved and seconded that the Jubilee Days grant request be approved at \$7,500 cash and \$7,500 in-kind marketing services, with the recommendation to continue working with the ACTB staff on addressing barriers to growth for the event and collecting data. Motion passes.**

## 7. Financial Updates

a. Lodging Tax Collections FY '25 - Ms. Jaspersen explained that lodging tax has decreased, REVPAR has decreased, and occupancy decreased. Ms. Jaspersen explained that some of this could be due to the increase in room supply. Ms. Jaspersen has also been investigating the fluctuation in lodging tax in the reporting.

## 8. Old Business

a. Public records verification for matrix for scoring grants - finalize matrix and update amount of grant money available. Ms. Brown Mathews confirmed that the matrix can be used, but copies of the matrix must be kept in the files for 7 years but information does not need to be included in the minutes.



b. Destination Development Fund Community Requests project- <https://industry.travelwyoming.com/resources/destination-development/>. Ms. Brown Mathews suggested that this conversation be tabled for after strategic planning.

Draft Matrix for discussion - Policy outline ideas

8. New Business

a. Board terms and upcoming vacancies - Roster and letters. Ms. Holyfield, Mr. Jones, and Ms. Maddox are completing their terms on the board Ms. Brown Mathews asked that the city and county contacts help support the process of recruiting new board members and get the word out.

b. Policy for [event calendar posts](#)- Ms. Brown Mathews asked Ms. Jaspersen and team to work on policy improvements for event calendar posts after a discussion last month regarding the types of events ACTB promotes. These guidelines will be created to help the staff make decisions that support ACTB brand guidelines.

Moved and seconded to move into executive session. Motion passes.

9. Executive Session to discuss Personnel

Moved and seconded to adjourn executive session. Motion passes.

Moved and seconded that the proposal discussed during executive session be approved. Motion passes.

10. Motion to adjourn the meeting.

Moved and seconded to adjourn the meeting. Motion passes.

The next ACTB Board meeting will be at 4:00 p.m. on **Monday, May 19, 2025.**

Minutes respectfully submitted by Kaley Holyfield, Secretary.

*SARAN T B MATHEWS*