

Albany County Tourism Board
800 S 3rd Street, Laramie WY 82070
Monday, August 23, 2021 - 4:00 p.m. - 6:00 p.m.

Present: Scott Larson, Sara Haugen, Lyndee Gurnham, Willow Hinckley, David Wright, Derek Jones, Becky Maddox, Rebecca Walsh (by phone), Tessa Cedillo, Pat Gabriel

Absent: Kaley Holyfield, Page Malmstrom, Heber Richardson

Guests: Lindsey Freeman

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of Guests – Lindsey Freeman from UW for AgWISE Conference
 - c. Board Seat Updates – New prospect in new GM at the Holiday Inn to replace Tessa Cedillo, Page Malmstrom is also resigning
2. Additions and/or Corrections to agenda
 - a. None
3. Consent Agenda
 - a. July Minutes
 - b. Profits and Loss Budget vs. Actual
 - c. Advertising and Grants

Motion by Becky Maddox, 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. Cowboy Picklebrawl – no representative from Cowboy Picklebrawl attended the meeting. The Cowboy Picklebrawl Association provided a very detailed recap report (see board packet) that was distributed to the board. It contained a complete grant request recap and the board felt that was satisfactory.

Motion by Becky Maddox, seconded by Tessa Cedillo that the Cowboy Picklebrawl Association’s grant request recap be approved and that funds be allocated as outlined in the grant request. Motion passes.

5. Grant and Sponsorship Requests
 - a. Lindsey Freeman for AgWISE – Wyoming Initiative for Supporting Educators (see grant application)

Motion by Becky Maddox, seconded by Tessa Cedillo, that the grant request for AgWISE – Wyoming Initiative for Supporting Educators be approved for \$2000. The \$2000 is to be allocated towards meal costs for the AgWISE conference.

6. Financial Reports
 - a. Lodging Tax Collections FY ‘22
Blockbuster July - Up 25% in Albany County over 2019, WY is up 18% as a whole over 2019
 - b. CARES ACT Funds, Round 2 – Update
Larson recommends we take funding for international marketing and LED signage out front of Visitors Center. International marketing to be done through Hermann Global.
7. New Business
 - a. Marketing Report

- b. FY22 Board Positions – tabled this decision again until more board members are present
 - c. The Cal Cup
 - d. Fall Marketing Campaigns – transitioning website and marketing materials to reflect the fall tourism season
 - e. Story in Real Food Traveler
8. Review of Staff Activities
- a. July Office Stats – steady traffic, steady visitors guide requests
 - b. All Staff
 - i. New Signage + Outdoor Improvements
 - ii. Farmers Market Booth
 - iii. Goal Development for FY22
 - iv. Most Important for Q3
 - c. Haugen
 - i. Vacation Package Vendors
 - d. Gurnham
 - i. Lead on Design, Signs, Rebrand Collateral
 - ii. Poke Pride Flags
 - e. Hinckley
 - i. Outdoor Improvements
 - ii. Poke Pride Flags
 - f. Larson
 - i. The Cal Cup – Representative from the Front Range of CO is representing us. She was taken on a tour of the county and shown the highlights of Laramie and the surrounding areas. She will be given a sales sheet to use at the conference, and was given printed materials on Laramie and the surrounding areas to prepare her to represent our county.
 - ii. Laramie Beautification Committee
 - iii. Team Development + Goals
9. aRes Booking Software Demo – Justin Stratford
- Resource to keep consumers engaged on our site and various partner sites by building out vacation packages. The service is designed to streamline the process of planning for the consumer in addition to driving traffic and multi-night stays in Albany County. The board asked for more data and financial details and was unable to make a decision at this time. The discussion has been tabled until further information is provided by aRes.
10. Public Comments - none
11. Executive Session (Requested by Scott Larson)

Motion by Becky Maddox to enter into executive session requested by Scott Larson.

The next ACTB Board meeting will be at 4:00 p.m. on Monday, September 20, 2021.