

Albany County Tourism Board

800 S 3rd Street

Laramie, WY 82070

Monday, August 21st, 2023

4:00 - 6:00 PM

Present: Scott Larson, Sara Haugen, Derek Jones, Sarah Brown Mathews, Kaley Holyfield, Emma Dixon, David Wright, Lyndee Gurnham, David Lewis, Sara Ghezzi, Terri Jones, Kera Malmborg (virtual), Glenn Gardner (virtual) Becky Maddox, Matt Blakeman

Absent: Pat Gabriel

Guests: Cowboy Picklebrawl: Caroline Welsh, Connie Headley, Tracy Anderson, Lesley Crossland, Lesley Polson

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 agenda
 - a. None.
3. Consent agenda
 - a. June minutes
 - b. Financial reports - linked in board packet.

Motion by Kaley Holyfield, seconded by Derek Jones, that the consent agenda be approved and that each specific action on the consent agenda be approved as indicated. Motion carries.

4. Old business
 - a. None.
5. Grant and sponsorship requests
 - a. Cowboy Picklebrawl - Application linked in board packet. This year is the 4th year of the event and will feature the number one pickleball player in the world from Austin, TX who will put on clinics for attendees. Players have historically come from Canada, California, Minnesota, Utah, New Mexico, and Texas. The event includes 5 full days of play and draws over 200 attendees and has grown each year.

Motion by Sarah Brown Mathews, seconded by Becky Maddox , to postpone the vote until the budget is submitted and a vote via email will be held. Motion carries.

6. Financial updates
 - a. Lodging tax collections FY '24 - Occupancy and ADR have increased in July. Larson predicted a strong fall season with seven football games on the books. Sales tax was also up in July.
7. New business

- a. Destination Development Funds
 - i. Outlaw Trail Dinner Show (OTDS) - Two of the three shows have taken place. All three shows have sold out.
 - ii. Centennial Visitor Center - This continues to be a success and the employees have reported assisting 100-200 people every day. At the end of the summer, about 15,000-20,000 people will have been through the center. A few stakeholders are interested in keeping this open through the winter.
- 8. Review of staff activities
 - a. All staff
 - i. Staffing updates - Kera is now the strategic partnerships manager and her previous position has been filled by Matt Blakeman.
 - ii. Goals for FY '24 - This will be covered in the executive session.
 - iii. Farmer's markets - The team has attended on select dates to reach locals and visitors.
 - iv. OTDS - See notes above.
 - b. Executive update
 - i. Data reports - August insights linked in board packet.
 - ii. Other projects - USFS Mural Project and film page linked in board packet.
 - iii. Boards and committees - SEWORC met in person and discussed the USFS fee proposal. The Wayfinding Committee continues to move forward and plans to work with the City Council to discuss how to move forward with the project.
 - c. Marketing & Design
 - i. Marketing report - See board packet.
 - ii. Fall campaigns - Fall campaigns kicked off last week.
 - iii. Annual report - linked in board packet. An advocacy campaign will be run this month and early next calendar year.
 - d. Events
 - i. OTDS
 - ii. WRI/PARC
 - iii. WBA Kickoff Call
 - iv. Leadership Laramie
 - v. CRM updates
 - e. Partnerships
 - i. Press trips, FAM trips
 - f. Operations
 - i. July office stats - Digital downloads are up, but visitor guide requests are down as the summer wraps up.
 - ii. July gift shop stats - See board packet.
- 9. Public comments
 - a. None

Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, to enter executive session to discuss ACTB team goals for FY 24. Motion carries.

Motion by Derek Jones, seconded by Becky Maddox, to approve ACTB team goals for FY 24 with a edits to clarify how Destination Developmet Funds will be used. Motion carries.

Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, to adjourn executive session. Motion carries.

10. Motion to adjourn the meeting.

Motion by Kaley Holyfield, seconded by Becky Maddox, to adjourn the meeting. Motion carries.

The next ACTB board meeting will be at 4:00 PM on Monday, September 18th, 2023.

Minutes respectfully submitted by Kaley Holyfield, Secretary.