

Albany County Tourism Board
800 S 3rd Street
Laramie, WY 82070
Monday, August 19th
4:00 - 6:00 PM

Attendees: Sara Haugen, Derek Jones, Kaley Holyfield, Sara Ghezzi, Kera Malmborg, Matt Blakeman, Sarah Brown Mathews, David Lewis, Emily Madden, Pat Gabriel, Becky Maddox, Emma Dixon, Dayton Gooder

Absent: Terri Jones, Lyndee Gurnham

Guests: Tracy Anderson (Cowboy Picklebrawl), Tera Sisneros (Cowboy Picklebrawl), Aaron Voos (Laramie Regulators), Rene Williams (Science Loves Art), Kelly Neville (Taste of Laradise), Jessie Dafoe (WACTE Conference), Glenn Gardner (Wyoming Office of Tourism)

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

Motion by Sarah Brown Mathews, seconded by Derek Jones, that the June minutes be approved as indicated. Motion passes.

Motion by Sarah Brown Mathews, seconded by Derek Jones, that the financial reports be approved as indicated. Motion passes.

4. Old business
 - a. Taste of Laradise Recap - Documents linked in board packet. Ms. Neville shared a recap of the Taste of Laradise event that was held on June 8th. A total of 99 advance tickets were sold and 66 tickets were sold on site. 23 tickets were sold to participants with an out of town address. The event will be held on June 7th next year. Ms. Brown Mathews asked how the group might be able to invite out-of-town Rotary members to participate in future years.
 - b. WACTE Conference Recap - Documents linked in board packet. Ms. Dafoe explained that they were able to attract about 200 out of town attendees. Ms. Dafoe presented photos and examples of marketing collateral from the event.
 - c. Laramie Regulators Recap - Documents linked in board packet. Mr. Voos gave an overview of the tournament that was hosted in Laramie. 24 teams participated with about 700 visitors coming to Laramie. Mr. Voos explained that they could host double the teams if more fields were available. Mr. Voos asked if ACTB has

a prepared survey to track where visitors are staying. Mr. Voos also offered to send out promotional materials to teams in advance - packages, etc.

- d. Pilot Hill 25k Recap - Documents linked in board packet. Ms. Holyfield gave an overview of the event and reported that 125 racers registered, with 36% coming from out of state and 2 room nights produced.
 - e. Pollinator Festival Recap - Documents linked in board packet. Ms. Williams shared a video from the event and reported that 300 people attended the event. Ms. Williams explained that Visit Laramie has helped design inserts to be sent with art kits as well. Ms. Williams explained that she visited with attendees that learned about the event through the Visit Laramie website. Ms. Williams explained that she is interested in running registration through ACTB next year.
5. Grant and sponsorship requests
- a. Cowboy Picklebrawl - Documents linked in board packet. Ms. Sisneros shared the new logo for the 2024 event and gave an overview of the special guests that will be attending. Ms. Sisneros explained that there has been more competition from Colorado so they will have to do a more aggressive marketing push.

Motion by Becky Maddox, seconded by Kaley Holyfield, that the grant application for the Cowboy Picklebrawl event be approved as written.

6. Financial updates

- a. Lodging Tax Collections FY '25 - Ms. Haugen did not have access to cellphone data yet. She reported that lodging tax was down 2% and sales tax was up. Ms. Haugen reported that the annual report has been published and is linked in the packet.

7. New business

- a. Clarifying nonprofit status for grant applicants - Ms. Haugen and Ms. Brown Mathews agreed to research whether ACTB can require that applicants are registered as non-profit organizations.
- b. Gift shop funds and status - Ms. Madden reported that the Centennial Visitor Center has sold about \$13,000 worth of merchandise over the last three months. Ms. Brown Mathews noted that it would be worth investing back into the gift shop again for the first year.

Motion by Sarah Brown Mathews, seconded by Becky Maddox, to approve the use of proceeds from the Centennial Visitor Center to be reinvested to purchase winter merchandising for the gift shop.

- c. Destination Development projects for the next biennium - Ms. Haugen reported that ACTB has applied for Destination Development funding but the projects will need to be revisited and potentially amended if the projects are changed by the board and the new executive director.
- d. ACTB Annual Report - Documents linked in board packet.

- e. Executive director selection update - Ms. Brown Mathews reported that five candidates were interviewed with two candidates being internal candidates. Ms. Brown Mathews reported that an offer has been made to an external candidate with a strong marketing background. Ms. Haugen asked if the new director might be willing to meet the staff before the start date
- f. Select a new board chair.

Ms. Brown Mathews offered to serve as board chair for one year and made a motion that Ms. Brown Mathews be nominated for board chair. Mr. Jones seconded the motion. Motion passes.

- 8. Review of staff activities
 - a. Interim director's report - Documents linked in board packet.
 - b. July insights- Documents linked in board packet.
- 9. Public Comments - none.

Motion by Mr. Jones, seconded by Ms. Ghezzi, to adjourn the meeting. Motion passes.

The next ACTB Board meeting will be at 4:00 PM on Monday, September 16th, 2024.

Minutes respectfully submitted by Kaley Holyfield, Secretary.