

Albany County Tourism Board
800 S 3rd Street, Laramie, WY 82070
Monday, August 18, 2025 - 4:00 p.m. - 6:00 p.m.

Attendees: Sara Haugen, Sarah Brown Mathews, Glenn Gardner, Matt Lockhart, Dayton Gooder, Kera Deakins, BJ Finney, Patrick Coffey, Joseph Sanchez

Absent: Sara Ghezzi, Thad Hoff

Guests: Emma Dixon (Bumblebrew Fest), Megan Candelaria (Laramie Regulators), Willeford J. Stoecker (Studebaker Drivers Club), Keith Rittle (Laramie Rotary Club)

1. 4:01 PM Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of Guests
2. Additions and/or Corrections to agenda - None.
3. Public Comments about non-agenda topics - None.
4. Consent Agenda
 - a. June 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. Laramie Regulators Recap - Ms. Candelaria gave an overview of a successful tournament. Event is at capacity, four food trucks are doing very well.
 - b. Bumblebee Fest Recap - Ms. Dixon reported that the marketing brought the full ask, sold 167 tickets total. 84 before, 93 at the door.
 - c. Studebaker Drivers Club Recap - Mr. Stoecker reported 78 total vehicles, drove the scenic byway and had a lot of extra earned media coverage in shared magazines.
 - d. Taste of Laradise Recap - Mr. Rittle reported 297 tickets sold, large economic impact for the day of the event.

6. Grant and Sponsorships Requests
 - a. SnowTrain Music Festival - A last-minute sponsorship was requested for a new live music event hosted at several different venues in downtown this September, not conflicting with Football weekend.

Moved and seconded to approve a \$2,000 level sponsorship for the event. Motion passes.

7. Financial Updates

a. Lodging Tax Collections FY '25 and '26 - Ms. Haugen explained that demand continues to hold steady, despite downturn in ADR. New board members were presented with the format of the reports and how to interpret them.

8. New Business

a. New board members were introduced, including BJ Finney, Patrick Coffey, and Joseph Sanchez.

b. Board Executive Committee Nominations and Selection

Moved and seconded to nominate BJ Finney as Vice Chair of the Albany County Tourism Board. Motion passes.

Moved and seconded to nominate Dayton Gooder as Treasurer of the Albany County Tourism Board. Motion passes.

Moved and seconded to nominate Sara Ghezzi (absent) as Secretary of the Albany County Tourism Board. Motion passes.

Moved and seconded to nominate Sarah Brown Mathews as Board Chair of the Albany County Tourism Board. Motion passes.

c. The America's 250th Marketing Intern item was tabled for the September meeting, pending the Governor's decision on grant funds.

d. Updates were given by Ms. Haugen on new branding, Destination Development projects, and the pending Kiosk project. Ms. Haugen explained that any further projects need to be amended to the state. Ms. Haugen explained that the remaining funds need to be allocated for tangible, impactful purchases. Ms. Haugen shared the state guidelines for new members of the board.

e. Ms. Haugen invited board members to attend the Office of Tourism Fall Summit in Riverton from August 22-23, 2025.

f. Ms. Haugen highlighted the director's report, including excitement about the new data platform, Placer.AI following staff training.

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

9. Executive Session to discuss Staff Goals

Moved and seconded to adjourn executive session. 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, September 15, 2025.***

Minutes compiled based upon notes by Kera Deakins and Sara Haugen, given the absence of an elected secretary.