

Albany County Tourism Board
210 E. Custer Street, Laramie WY 82070
Monday, December 21st, 2020
4:00 - 6:00 PM

Present: Scott Larson, Kaley Holyfield, Brad Jackson, Kathleen Bertoncej, Rebecca Walsh, Sara Haugen, Pat Gabriel, Page Malmstrom, Lyndee Johnston, David Wright, Tessa Cedillo.

Absent: Terry Jones

Guests: None

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order by David Wright.
 - a. Confirmation of Quorum - Yes.
 - b. Introduction of Guests - None.
2. Additions and/or Corrections to Agenda
 - a. Brad Jackson suggested revisions to November minutes in regards to conversation about Turf Wars grant.
3. Consent Agenda
 - a. November Minutes
 - b. Profits and Loss Budget vs. Actual
 - c. Advertising and Grants

Motion by Kathleen Bertoncej, seconded by Brad Jackson that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
 - a. None.
5. Grant and Sponsorship Requests
 - a. None.
6. Financial Reports
 - a. CARES Act Funds Recap - ACTB used all of the funds that were allotted. Larson is wrapping up the paperwork for this.
 - b. Audit for FY 19-20.
 - c. Lodging Tax Collections FY 2020-2021. Albany County Tourism had higher income in Nov. 2020 than Nov. 2019. All in all Albany County Tourism is in a great financial position moving into 2021 and fared reasonably well compared to other counties across the state.
7. New Business
 - a. Marketing Report - ACTB saw an increase in new users and continues to promote visitors going to safe open spaces. Lodging traffic trailed off a little bit in November, but it is up 2-3x YOY for Dec. ACTB sent lots of emails in November and worked with Mainstreet for a shop local campaign.
 - b. New Statewide 5% Lodging Tax - to be implemented on 1/1/21.

- c. David Wright brought up concerns with potential trail closures. This meeting will be held in February and key players will be invited.
- 8. Review of Staff Activities
 - a. November Office Stats - See board packet.
 - b. All Staff
 - i. New Website - This is an ongoing project. The team is currently migrating existing content and creating new content.
 - ii. Work from Home Update - Larson is hoping to open up the office in Jan. with extra safety precautions.
 - iii. Destination Next Work Session - One more meeting will be set for this.
 - c. Haugen
 - i. Main Street Collaborations - Larson noted this has been a great partnership.
 - ii. Shop Local Campaign
 - iii. Dine Local Campaign - Crowbar's announcement tipped this campaign off and served as a warning sign to the public.
 - d. Johnston
 - i. Brand Style Guide - This is the first time ACTB has had a document like this.
 - ii. Annual Report - This report is yet another first for this group and serves as a document to show the community the value that ACTB provides.
 - iii. Visitor Research Survey Postcards - See packet.
 - iv. Design Help - Johnston continues to help with design projects.
 - e. Larson
 - i. Community Partner Calls - Continued.
 - ii. Laramie Regional Airport Redesign - Ongoing.
 - iii. Laramie Tourism Coalition (City + ACTB) - This coalition is part of the Thrive development plan. More meetings will be scheduled.
 - iv. Wayfinding Update - The proofs for these signs are being made locally. There are about 20 locations for Phase 1.
 - v. New Building Update - ACTB will plan on moving into the building that the LCBA is currently in on 3rd street. ACTB will do a light remodel and plan to move in by May or June 2021.
 - vi. Visitor Profile Survey - Key Takeaways and Results, Distribution Plan. Working to get these cards distributed around town.
 - vii. Rebrand Meeting with UW Institutional Marketing.

9. Public Comments

10. Motion to adjourn the meeting.

Motion by Page Malmstrom, seconded by Kathleen Bertoneclj to adjourn the meeting at 4:50 PM.

Please note there will not be a board meeting in January. The next ACTB meeting will be at 4:00 PM on Monday, February 15, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.