



Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, February 16, 2025 - 4:00 p.m. - 6:00 p.m.

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order

In Attendance: Sara Ghezzi, Sarah Brown Matthews, Patrick Coffey, Matt Lockhart, Thad Hoff, Colton Irene, Joe Sanchez, BJ Finney

- a. Confirmation of Quorum
- b. Introduction of Guests-none

2. Additions and/or Corrections to agenda

Intro-tourism tax initiative

- a. Public Comments-none
- b.

3. Consent Agenda

- a. [November Minutes Approved](#)
- b. [Financial Reports Approved](#)

Motion moved and seconded that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business

- a.

5. Grants and Sponsorships

- a.

6. Financial Updates

- a. Lodging Tax Collections – [FY 2026](#)

Strong January in lodging tax, down 4% from last year still tracking where we are expected to be

More snow should help

New ownership of Albany Lodge, should open by Summer

Requests for visitor guides is up

Out of market visitation was up YOY

7. New Business

a. Board Occupancy – County Seat

Request to advertise, Treasurer position on the executive board is open

b. Discussion of Draft RFP Program for Destination Development Funds – [Example File Here](#)

\$300,000-RFP process to hear from the community to rate and choose the best options to increase tourism. Plan, and likely to be executed then board vote. Simplify the application process, highlight the strategic plan to ensure applicants know what projects would be applicable.

c. Current Destination Development Fund Expenditures – [File Here](#)

d. [Director's Report](#)

i. [Statistics](#)

Good winter press coverage over the last two months

Attended UW job fair

Event with Domenic Bravo went well and paired nicely with the Job fair

WBA Governor's forum moving back to Cheyenne

Bid for HS football for four years

New intern has started for the America's 250th celebration

Start to think about tourism tax and message for election in November

8. Moved and seconded to adjourn the meeting.

9. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, March 23rd, 2025.** Note: this is one **week later** than usual due to Spring Break.*