

Albany County Tourism Board  
800 S 3rd Street  
Laramie, WY 82070  
Monday, February 20th, 2023  
4:00 - 6:00 PM

**Present:** Scot Larson, Emma Dixon, Sara Haugen, Kevin Welch, Sarah Reese, Derek Jones, Sarah Brown Mathews, Kaley Holyfield, Lyndee Gurnham, Terri Jones, Becky Maddox, Pat Gabriel

**Absent:** David Wright

**Guests:** Leah Burgess (Laramie Amature Hockey Club), Caleb Swallow (Laramie Amature Hockey Club), Jennifer Newcomb (High Altitude Figure Skating), Laura Tangeman (Laramie Soccer Club)

1. 4:01 Call regular meeting of Albany County Tourism Board to order
  - a. Confirmation of quorum
  - b. Introduction of guests
2. Additions and/or corrections to agenda
  - a. Add High Altitude Figure Skating grant report to agenda
3. Consent Agenda
  - a. January minutes
  - b. Financial reports

**Motion by Sarah Brown Mathews, seconded by Derek Jones, that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated. Motion passes.**

4. Old business
  - a. Cowboy Turf Wars - Laura Tangeman explained that their event produced an estimated 3,000 room nights over the weekend with 176 teams in attendance. She explained that some teams were not able to attend due to sick players or travel budgets.
  - b. High Altitude Figure Skating - Jennifer Newcomb explained that their event attracted double the expected projection of competitors with about 50 competitors attending. Their event received great feedback and they had participants travel from as far away as Utah and South Dakota. They did not collect data to calculate how many room nights were generated with this event.
5. Grant and sponsorship requests
  - a. Wyoming Amateur Hockey League - Leah Burgess and Caleb Swallow presented their grant request. This event will draw eight teams, each with 20 players, producing an estimated 600 room nights.

**Motion by Kaley Holyfield, seconded by Sarah Reese, that the Wyoming Amateur Hockey League State Tournament grant request be approved as requested. Motion passes.**

## 6. Financial Updates

- a. Lodging tax collections FY '23 - January's tax collections were strong and February continues to look strong.
- b. Destination Development Funds - Scott Larson has plans to formally submit the Destination Development Fund application this week.

## 7. New Business

- a. Athlete sponsorships - The sponsorship contract for professional bull fighter Cade Burns was signed last week. Visit Laramie is exploring a potential new partnership with John Murdock, who is pursuing the PGA tour.
- b. March 28-29 familiarization trip - 20 group tour operators (both domestic and international) will be in south east Wyoming for a trade show. They will spend 24 hours in Albany County. The Visit Laramie team is preparing a 24 hour itinerary to help showcase Albany County.
- c. International market development - Visit Laramie is working to grow this segment. Scott Larson noted that the booking process for the international market is more complex. Larson and his team are working to set up training to help hotels, activity providers, etc. through the international booking/hosting process.

## 8. Review of staff activities

- a. All staff
  - i. 2023 Governor's Tourism Conference Jan. 29-31- The entire Visit Laramie team attended.
  - ii. One on ones - Scott Larson is continuing to meet with the Visit Laramie staff to check in on goals, performance, etc. Larson noted the team is doing well and their new hire will join the team in March.
  - iii. Certified Destination Expert Program (CDX) - The Visit Laramie team is working to get this in place before Memorial Day.
- b. Executive update
  - i. Data reports - February insights (see board packet).
  - ii. Boards & committees - Scott Larson continues to serve on the Southeastern Wyoming Outdoor Recreation Collaborative, where they are working on a survey to help measure usage of outdoor recreation spaces. Larson was also asked by the Laramie Airport to represent ACTB while they revisit the airport master plan. Larson continues to be a part of the Wayfinding Committee; he noted they are having trouble finding affordable contractors to install signage.
- c. Marketing & Design
  - i. Marketing report - See board packet.
  - ii. Winter campaigns, summer planning - Visit Laramie is nearing the tail end of winter campaigns and will soon start to shift gears to summer campaigns. Larson explained that some markets will start seeing summer campaigns early to mid-March, while all other markets will see summer campaigns in April.

- iii. Winter video shoot - Scott Larson explained that they plan to highlight Snowy Range Ski Area, with a focus on a family oriented experience.
- iv. Cowboy Character Challenge 2.0 - Improvements are being made after last year, including an app that works without cell service and includes pre-built itineraries. This is on target for a May roll-out.
- d. Events
  - i. Event planning guide - The printed version is now available. A digital version will be available on the website as well.
  - ii. Outlaw Train Dinner Show Planning - The team is targeting Sunday nights to help extend visitor stays.
- e. Operations
  - i. January office stats - See board packet.
  - ii. January gift shop stats - See board packet.
- 9. Public comments - None.
- 10. Motion to adjourn the meeting.

**Motion by Sarah Brown Mathews, seconded by Becky Maddox, to adjourn the meeting.  
Motion passes.**

*The next ACTB meeting will be at 4:00 PM on Monday, March 20th, 2023.*

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*