

**Albany County Tourism Board**  
**800 S. 3rd Street**  
**Laramie, WY 82070**  
**Monday, February 19th, 2024**  
**4:00 - 6:00 PM**

**Present:** Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Emma Dixon, Lyndee Gurnham, Sara Ghezzi, Kera Malmborg, Becky Maddox, Matt Blakeman, Sarah Brown Mathews, Pat Gabriel

**Absent:** David Lewis, David Wright, Terri Jones

**Guests:** Jessie Dafoe (WACTE)

1. 4:04 Call regular meeting of the Albany County Tourism Board to order.
  - a. Confirmation of quorum - Yes.
  - b. Introduction of guests - Jessie Dafoe with WACTE was in attendance virtually.
2. Additions and/or corrections to agenda
  - a. None.
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. None
5. Grant and sponsorship requests
  - a. WACTE - Documents linked in board packet. Ms. Dafoe reported that they are expecting around 300 guests and the production of 80 room nights. Ms. Dafoe also explained that they tried to plan the conference so that it does not overlap with existing events in Laramie. Grant funding will be used for save the dates, social media, radio ads, and other marketing activities. The event draws teachers from all across Wyoming and business & industry representation.

**Motion by Sarah Brown Mathews, seconded by Becky Maddox, that the WACTE grant request be approved as written. Motion passes.**

6. Financial updates
  - a. Lodging Tax Collections FY '24 - Mr. Larson explained that ACTB was down 4-5% in occupancy in January year over year. However, ACTB is in the green for lodging tax collections. Mr. Larson explained that reporting could be delayed.

- b. Public officer training - Mr. Larson asked the board to complete this before June 30th.
- 7. New business
  - a. Destination development projects
    - i. Centennial Visitor Center - Mr. Larson reported that compliance has been up with snowmobile permits and this could be due to the sale of permits at the visitor center. 200 permits were sold in the first 30 days of the center and many of the riders donated to search and rescue as well. Mr. Larson suggested keeping one full time person year round on staff and hiring a UW ORTM intern. Ms. Brown Mathews asked that we ensure that the full time staff member has work to do during down time between visitor visits in order to help them feel like they are contributing to the team. Mr. Larson noted that they are working with the USFS and Laramie Public Art to coordinate murals at the visitor center restrooms.
    - ii. Wayfinding match program - Mr. Larson explained that this project may be completed by the spring. Other partners have also contributed funds.
    - iii. Other projects - Mr. Larson referenced last meeting's discussion about Albany Road. This issue will be brought to the Southeast Wyoming Outdoor Recreation Collaborative who can help troubleshoot and problem solve. Mr. Larson also explained that he, a few ACTB members, and a few Laramie Jubilee Days board members have met a few times to work on strategic planning for the event. Mr. Larson explained that Jubilee Days needs more support with increasing capacity than they do marketing. Mr. Larson explained a proposal to bring in more seating and coordinate more parking to help increase revenue for the event. The additional bleacher rentals would come out of destination development funds.
- 8. Review of staff activities
  - a. All staff
    - i. Winter projects - Mr. Larson explained that the team is still working on winter projects in advance of the spring when events kick off.
  - b. Executive update
    - i. Data reports - February insights linked in board packet.
    - ii. Boards & committees - Mr. Larson continues to be engaged with the Southeast Wyoming Outdoor Recreation Collaborative.
    - iii. Governor's Tourism Conference 2024: Feb. 25-27. Visit Laramie offices will be closed Monday and Tuesday so the staff can attend the conference.
  - c. Marketing & Design
    - i. Marketing report
    - ii. Visitor's guide - The 2024 guide will be sent out to print tomorrow.
    - iii. Winter asset collections
  - d. Events

- i. Event resource guide - The second version of this guide is almost ready to print.
  - ii. Leadership Laramie
  - iii. CVent updates
  - iv. Listing updates
  - v. Event updates
  - vi. WHSAA High School Football
- e. Partnerships
  - i. CRM - Listing updates
  - ii. Partner outreach
  - iii. FAM trip planning
- f. Operations
  - i. Office stats- January stats linked in board packet
  - ii. Gift shop stats - January stats linked in board packet
- 9. Public comments - None.
- 10. Motion to adjourn the meeting.

**Motion by Kaley Holyfield, seconded by Sarah Brown Mathews, to adjourn the meeting.  
Motion passes.**

The next ACTB meeting will be held at 4:00 PM on Monday, March 18th, 2024.

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*