

Albany County Tourism Board
210 E. Custer Street, Laramie WY 82070
Monday, February 15th, 2021
4:00 - 6:00 PM

Present: Scott Larson, Kaley Holyfield, Kathleen Bertoncelj, Rebecca Walsh, Sara Haugen, Page Malmstrom, Lyndee Johnston, David Wright, Tessa Cedillo, Willow Hinckley, Pat Gabriel

Absent: Brad Jackson, Heber Richardson

Guests: None

1. 4:08 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. None.
3. Consent Agenda
 - a. December Minutes
 - b. Profits and Loss Budget vs. Actual
 - i. Larson drew attention to total income, marketing, total expenses and noted that we are in good shape financially as an organization. He attributed this to the hard work done in the spring.
 - c. Advertising and Grants

Motion by Page Malmstrom, seconded by Rebecca Walsh that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
 - a. There will be a meeting with the Forest Service on Feb. 24th via Zoom to discuss the trails that may be potentially closed this summer. David Wright, Scott Larson, and others will be joining. Scarr Larson will focus on the upcoming Recreate Responsibly campaign.
5. Grant and Sponsorship Requests
 - a. None.
6. Financial Reports
 - a. Lodging Tax Collections FY 2020-2021: We are 16-17% down year over year for Jan. All things considered, this is not a horrible figure. We are well ahead of where the budget was set. Across the state: Sheridan was down 15%, Laramie was 13%, and the state of WY was down 10%. February is looking strong for most hotels represented on board.
7. New Business

- a. Marketing Report - There is a website traffic spike in the middle of the month that came from an email encouraging visitors to plan for upcoming trips. A handful of other emails were sent, but this one was the top performer.
 - b. BDR Wyoming Route - Backcountry Discovery Routes puts together routes across western US. BDR is working with the Wyoming Office of Tourism to put together a Wyoming route. These visitors tend to be motorcyclists that need gas, food, lodging, etc. The state office asked each county for \$2,000 contributions and ACTB agreed to contribute.
 - c. Madden + Voyage Report - Scott Larson is working with Madden/Voyage to put together this report. This report costs about \$10,000 a year and we can purchase 2 years worth of data. One report shows economic data (potential to partner with the city) and the visitor profile survey captures quality of guests' experience, when they planned their trip, etc. The Voyage report offers more insight into visitor spending profile.
 - d. Recreate Responsibly Campaign - This campaign is scheduled for Q2 and it will work nicely with the new website (especially the alerts bar). This campaign is based off of Know Before You Go campaigns. Scott Larson is working with 2 UW students on a senior capstone project to help with the research and implementation of this campaign. A considerable amount of feedback is coming from Laramie Tourism Coalition. Critical to have this in place before this summer.
 - e. Destination Next Meeting in April - Date TBD.
8. Review of Staff Activities
- a. January Office stats - See board packet.
 - b. All Staff
 - i. New Website - Content creation is being wrapped up and is due this Friday. April 13th is the scheduled launch day.
 - ii. Simpleview CRM Training - ACTB is moving to Simpleview's CRM (business listings, events calendar, etc) as well as CMS (website content management).
 - iii. New Hire - Willow Hinckley.
 - c. Haugen
 - i. Main Street Partnership - Sarah is continuing her partnership on these campaigns and participating on a Downtown design committee that is working on wayfinding signs.
 - ii. UW CDEI Subcommittee
 - iii. Downtown Design Committee
 - d. Johnston
 - i. Design Help
 - e. Larson
 - i. Laramie Regional Airport ReDesign - Done! Scott will reach out to the Airport Board to find out how/where they are marketing to encourage visitors to use the facility.

- ii. Laramie Tourism Coalition (City + ACTB) - This is a diverse group of stakeholders that are brainstorming how to get more tax revenue out of visitors.
 - iii. Wayfinding Update - In progress.
 - iv. DMO CEO's Chat
 - v. UW Haub School Capstone Project Mentor
 - vi. New Building Update - Larson had a meeting with Brad Enzi, Amy (3rd Element), and Josh Bordeau. They talked through the needs for the building, where they want to go, what to do with it, etc. Amy will work on the blueprints. Goal: Get this done before the fiscal year.
9. Looking Ahead to 2021
- a. Budget for FY 2021-22
 - b. Marketing - Building on Growth in New Markets
 - i. Looking at: Kansas City, Lincoln/Omana, Minneapolis areas
 - c. Travel Forecasts and Trends
10. Public Comments - None.
11. Motion to adjourn the meeting.

Motion by Page Malmstrom, seconded by Rebecca Walsh to adjourn the meeting at 5:13 PM.

The next ACTB Board meeting will be at 4:00 PM on Monday, March 15th, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.