

Albany County Tourism Board  
800 S. 3rd Street, Laramie, WY 82070  
Tuesday, January 16th, 2024  
4:00 - 6:00 PM

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

**Absent:** David Wright

**Guests:** Andrew Borgialli (FBLA, Virtual)

1. 4:03 call regularly meeting of the Albany County Tourism Board to order.
  - a. Confirmation of quorum
  - b. Introduction of guests
2. Additions and/or corrections to the agenda
  - a. Ms. Jones asked that we discuss the road from Albany Lodge to Forest Road 500 after new business.
3. Consent agenda
  - a. November minutes - None.
  - b. Financial reports - linked in board packet

**Motion by Sarah Brown Mathews, seconded by Becky Maddox, 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. FBLA - Documents linked in board packet. Mr. Borgialli thanked the board for the opportunity to present. Mr. Borgialli explained that since many of their rooms are tax exempt, they predict that students that choose to attend UW will return with family and friends and stay again. The group anticipates to produce 400 room nights.

**Motion by Sarah Brown Mathews, seconded by Derek Jones, that the FBLA grant request be approved as requested. Motion carries.**

6. Financial updates
  - a. Lodging tax collections FY'24 - Mr. Larson explained that November collections were down significantly. Mr. Larson noted that November of 2022 was an outlier and November 2023 is inline with previous years if the outlier is removed. Mr. Larson attributed the lower December tax collections to a lack of snow, which seems to be a trend across the region.

- b. Public officer training - Mr. Larson explained that this training is new this year and the entire board and director need to complete it by July 1.
- 7. New business
  - a. Ms. Jones informed the board that there is an issue with the road from Albany Lodge to Forest Service Road 500 and she explained that she is concerned that homeowners will lock the gate to the road if the dust issue is not resolved. This poses a risk to closing off the road to visitors and other agencies needing access to the area. The board agreed to set up a meeting in the future with key stakeholders such as the Forest Service, Office of Outdoor Recreation, LCBA, etc. Mr. Larson will help coordinate this. Ms. Brown Mathews suggested a two hour meeting in March and give stakeholders a few options for meeting times.
  - b. Destination Development Projects
    - i. Centennial Visitor Center - Mr. Larson explained that the visitor center continues to be open. As of last Saturday, snowmobile permits are now for sale at the visitor center. In a few weeks, Mr. Larson will be meeting with the Forest Service and COG to pin down a long term strategy for the center.
    - ii. Wayfinding Match Program - Mr. Larson explained that this project is a good way to use the funds and engage other partners.
  - c. Other projects - Mr. Larson noted that the team has not had time to address exterior upgrades, but this is a priority.
- 8. Review of staff activities
  - a. All staff
    - i. Winter projects
    - ii. Goals review
  - b. Executive update
    - i. Data reports - January insights linked in board packet
    - ii. Boards and committee
    - iii. Governor's Tourism Conference 2024 - Feb. 25-27
  - c. Marketing and Design
    - i. Marketing report - included in board packet.
    - ii. Visitors Guide
    - iii. Winter asset collections
    - iv. Gift shop merchandise
  - d. Events
    - i. Event resource guide
    - ii. Leadership Laramie
    - iii. CVent
  - e. Partnerships
    - i. CRM - Trainings, listing updates
    - ii. Partner outreach
    - iii. FAM trip planning
  - f. Operations
    - i. Office stats - November and December stats linked in board packet

- ii. Gift shop stats - November and December stats linked in board packet
- 9. Public comments
- 10. Motion to adjourn the meeting

**Motion by Sarah Brown Mathews, seconded by Derek Jones, to adjourn the meeting.  
Motion carries.**

***The next ACTB Board meeting will be at 4:00 PM on Monday, February 19th, 2024.***

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*