

Albany County Tourism Board  
800 S 3rd Street  
Laramie, WY 82070  
Tuesday, January 18th, 2022  
4:00 PM - 6:00 PM

**Present:** Scott Larson, David Wright, Sarah Haugen, Kevin Welch, Willow Hinkley, Lyndee Gurnham, Sarah Reese, Pat Gabriel, Kaley Holyfield, Derek Jones

**Absent:** Becky Maddox, Heber Richardson

**Guests:** Sarah Brown Matthews, Josh Boudreau

1. 4:01 Call Regular Meeting of the Albany County Tourism Board to order
  - a. Confirmation of quorum.
  - b. Introduction of new board members - Kevin Welch and Sarah Reese
  - c. Introduction of guests - Sarah Brown Matthews and Josh Boudreau
2. Additions and/or corrections to agenda
  - a. None.
3. Consent Agenda
  - a. November Minutes
  - b. Profits and Loss budget vs. actual
  - c. Advertising and Grants

Motion by Derek Jones, seconded by Kaley Holyfield 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. None
6. Financial Reports
  - a. Lodging tax collections FY 22 - ACTB came in 10% above budget in December. Larson mentioned that he was surprised about these results given the lack of snow in December. ACTB is on pace to finish about 20% ahead of their best year. Wright noted that guests were coming up from the city and trying to get outside and go places without mask requirements. He did not see his normal snowmobile/midwest traffic due to the lack of snow. Welch noted that they have seen more sports teams than usual.
  - b. ACTB long range financial planning - Larson has approved more money to be used for marketing, including investing in packages and trying new strategies.
7. New Business
  - a. Remodel - Update, Lease Schedule. Josh Boudreau explained that the LCBA has offered to fund 25% of project costs up to \$50,000 in conjunction with the \$150,000 one-time payment from Visit Laramie. LCBA will be the contracting agent going forward.

Motion by Sarah Reese, seconded by Kevin Welch, to cancel the current lease agreement between ACTB and LCBA and restructure a new lease as stated in the document provided in the board packet. Motion passes.

- b. Pilot Hill Project - CBEA Report. Sarah Brown Matthews gave an overview of the project for newer board members. She noted that the project is estimated to bring in 1.3 million in lodging and food taxes, which is a 3% bump in tax revenue for Albany County.
  - c. Marketing report - Larson pointed out that referrals were flat compared to 2020, but January is looking strong. Larson applauded Haugen for her work increasing email open rates to about 35-40% out of a database of 60,000 people.
  - d. 2021 Fall Visitor Profile Survey - Results and Takeaways - This is linked in the board packet. Visit Laramie conducts these three times a year and the information was similar to the prior year. There is room to move the needle and improve the visitor experience.
  - e. Cowboy Character for 2022 - Bandwago, SE WY OREC. The pilot program was launched last year and the program will double or triple effort this year. Visit Laramie will likely partner with Carbon County this year since the mountain range is shared. Larson plans to use Bandwago to incentivize crowd dispersion. They will identify less popular trails, campsites, etc. and incentivize guests to use those areas. They will also launch the Cowboy Character challenge which will be included in the visitors guide. They are putting together a big grand prize with help from the community and they are working with an influencer to promote the campaign.
  - f. Wend - Packages for the Laramie Area - Haugen is working on vendor partnerships and they are planning to have the packages for the summer season.
  - g. 2022 Winter Video Shoot - This is scheduled for March and will have a focus on family friendly snowmobiling.
  - h. International Marketing Development - Visit Laramie is working with Jennifer Bartlet out of Northern Colorado. They have already worked on creating and publishing content last year and they plan to attend IRU this summer to get in front of tour operators. Larson explained that they need to maintain these markets in preparation for when travel opens up further. He noted that it takes a few years before we start to see this group of visitors in significant volume.
  - i. 2022 Governor's Tourism Conference (Feb. 27 - Mar. 1) - This event will be held at the Little America in Cheyenne and Scott, Sarah, Lyndee will be attending. Larson mentioned that they may consider paying for a few board members to attend.
8. Review of Staff Activities
- a. December Office Stats
  - b. All Staff
    - i. Half Day Team Retreat

- ii. Hiring - Marketing and Events Specialist - They had three interviews today and are scheduled for one tomorrow. Larson noted all four candidates are very talented.
      - iii. 2022 Visitors Guide
      - iv. Holiday Party
      - v. Davey Award for new website
    - c. Haugen
      - i. Ongoing winter campaigns
    - d. Gurnham
      - i. True West ad, Feb.
      - ii. AAA Ads, Spring/Summer
      - iii. RoadRunner Ad, March/April
      - iv. SnoWest Ad, Jan.
      - v. Yellowstone Journal Ad, 2022 Edition
      - vi. 2022 Visitors Guide
    - e. Hinckley
      - i. Event Flyers Distribution
    - f. Larson
      - i. UW Guest Lecture - Dec. 2
      - ii. High School State Football Championships Bid
      - iii. Goal Check Ins
      - iv. ACTB Audit for FY21
- 9. Public Comments
- 10. Motion to adjourn the meeting.

Motion by Derek Jones, seconded by Kevin Welch to adjourn the meeting.

The next ACTB Board meeting will be at 4:00 PM on Tuesday, February 15, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.