

Albany County Tourism Board
800 S 3rd Street
Laramie WY 82070
Tuesday, January 17th, 2023
4:00 PM - 6:00 PM

Present: Scott Larson, Emma Dixon, Willow Hinckley, Sara Haugen, Kevin Welch, Sarah Reese, Derek Jones, Becky Maddox, David Wright, Sarah Brown Mathews

Absent: Kaley Holyfield, Pat Gabriel, Heber Richardson

Guests: Andrew Borgialli (FBLA), Jim Wollenburg

1. 4:00 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum
 - b. Introductions of guests
2. Additions and/or corrections to agenda
 - a. None
3. Consent agenda
 - a. November minutes
 - b. Financial reports

Motion by Derek Jones, seconded by Kevin Welch, 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. FBLA

Motion by Becky Maddox, seconded by Kevin Welch, to approve the FBLA grant for \$5,000 and suggest that the money be used specifically for advertising. Motion passes.

6. Financial updates
 - a. Lodging tax collections FY23 - Strong November due to the Wyoming Business Alliance and football season.
 - b. Destination Development Funds - Visit Laramis is eligible for \$300,000 and the funds must be spent in the biennium. Recipients must have completed Destination Next strategic planning.
7. New Business
 - a. Women's Ride - March 11th
 - b. Valentine's Day promotions
8. Review of Staff Activities
 - a. All Staff
 - i. Staffing updates and year end goals review

- ii. Most important for Q1
- iii. Destination Development Funds brainstorm
- iv. 2023 Governor's Tourism Conference - Jan. 29 - 31
- b. Executive Update
 - i. Data Reports - January Insights
 - ii. Boards & Committees - SWORC
 - iii. Certified Destination Expert Program
 - iv. 2022 Year in review
- c. Marketing & Design
 - i. Marketing report
 - ii. Winter campaigns
- d. Events
 - i. Event planning guide
- e. Operations
 - i. December office stats
 - ii. December gift shop stats
- 9. Public Comments - None.
- 10. Motion to adjourn the meeting.

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

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

Minutes respectfully submitted by Kaley Holyfield, Secretary.