

Albany County Tourism Board

800 S 3rd Street

Laramie, WY 82070

Monday, June 19th, 2023

4:00 - 6:00 PM

Present: Scott Larson, Sara Haugen, Derek Jones, Sarah Brown Mathews, Kaley Holyfield, Kera Malmborg, Emma Dixon, David Wright, Lyndee Gurnham, Pat Gabriel

Absent: Terri Jones, Sarah Reese, Becky Maddox

Guests: Amber Travsky (Med Bow Rail Marathon and Half Marathon), Nick Costello (Med Bow Rail Marathon and Half Marathon), Jessica Brauer (Gem City Nights), Rand Selle (Tom Horn Days), Brenda Bowen (Tom Horn Days), Tom Burkett (Med Bow Rail Marathon and Half Marathon), Dave Lewis (Holiday Inn Laramie)

1. 4:01 Call regular meeting of the Albany County Tourism Board to order
 - a. Confirmation of quorum
 - b. Introduction of guests - See guests listed above.
2. Additions and/or corrections to the agenda
 - a. None.
3. Consent agenda
 - a. May minutes
 - b. Financial reports - linked in board packet.

Motion by Derek Jones, seconded by Sarah Brown Mathews, 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. FBLA - Final reports linked in board packet.
 - b. Emerging Issues Forum: Outdoor Recreation - Final reports linked in board packet.
5. Grant and Sponsorship Requests
 - a. MedBow Rail Marathon and Half Marathon - Amber Travsky, Nick Costello, and Tom Burkett shared information about past years' races and the upcoming race. They plan to promote the race at an expo in Denver with the grant funds.

Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, to approve the grant application for the MedBow Rail Marathon and Half Marathon as requested. Motion carries.

- b. Gem City Nights - Jessica Brauer gave a presentation about the Laramie Plains Civic Center and provided details about the upcoming event, including how they plan to promote the event and attract an audience.

Motion by Derek Jones, seconded by Sarah Brown Mathews, to approve the grant application for Gem City Nights as requested. Motion carries.

- c. Tom Horn Days - Rand Selle and Brenda Bowen gave a presentation about their upcoming event, including changes they are making to the programming of the event.

Motion by Kaley Holyfield, seconded by Sarah Brown Mathews, to deny the grant application for Tom Horn Days. Motion passes.

Motion by Sarah Brown Mathews, seconded by Derek Jones, to approve the Legal Notice of Public Hearing document. Motion passes.

- 6. Financial updates
 - a. Lodging Tax Collections FY '24
- 7. New business
 - a. Destination Development Projects
 - i. Transportation - Visit Laramie may be able to work with the Epson Center to offer shuttle service by using the Destination Development Funds to cover a gap in insurance coverage.
 - ii. Outlaw Trail Dinner Show - Shows are scheduled for July 16th, August 6th, and September 3rd. Tickets will be available online.
 - iii. Centennial Visitor Center - The visitor center is up and running and open six days a week. Three people are staffing the center and have received positive feedback.
 - b. Board seats update - Sarah Reese has opted to not renew her seat and a few members are applying for new terms.
- 8. Review of staff activities
 - a. All staff
 - i. Quarterly team outing - A staff barbeque was held last week.
 - b. Executive update
 - i. Data reports - June insights linked in board packet.
 - ii. Other projects - Work continues to be done to support outhouse murals at Vedauwoo.
 - c. Marketing and Design
 - i. Marketing report - See board packet.
 - ii. Cowboy Character Challenge 2.0 - This program continues to be a success by educating visitors and dispersing traffic.
 - d. Events
 - i. Wyoming IAAI Conference
 - ii. Wyoming Children & Youth Justice Symposium
 - e. Operations
 - i. Exterior office improvements
 - ii. Wyoming Office of Tourism Partner Portal listing updates

- iii. Digital assets migration
 - iv. May office stats
 - v. May gift shop stats
9. Public comments - None.
10. Motion to adjourn the meeting.

Motion by Kaley Holyfield, seconded by Derek Jones, to adjourn the meeting. Motion carries.

The next ACTB board meeting will be at 4:00 PM on Monday, July 17th, 2023.

Minutes respectfully submitted by Kaley Holyfield, Secretary.