

**Albany County Tourism Board**  
**800 S 3rd Street**  
**Laramie, WY 82070**  
**Monday, June 17th**  
**4:00 - 6:00 PM**

**Attendees:** Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Lyndee Gurnham, Sara Ghezzi, Kera Malmborg, Matt Blakeman, Sarah Brown Mathews, David Lewis, David Wright, Emily Madden, Pat Gabriel

**Absent:** Terri Jones, Becky Maddox, Emma Dixon

**Guests:** Amanda Harper (LRE), Andrew Borgialli (FBLA)

1. 4:02 call regular meeting of the Albany County Tourism Board to order
  - a. Confirmation of quorum
  - b. Introduction of guests
2. Additions and/or corrections to agenda
  - a. None.
3. Consent agenda
  - a. May minutes - linked in board packet
  - b. Financial reports - linked in board packet

**Motion by Kaley Holyfield, 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 - Documents linked in board packet. Mr. Borgialli reported that attendance has increased year over year thanks to the collaboration with the College of Business and ACTB and shared a recap of the 2024 event.
5. Grant and sponsorship requests
  - a. Laramie Range Epic - documents linked in board packet. Ms. Harper explained that the race is a way to engage people with the mountain biking community and drive year-round tourism. Ms. Harper explained that riders cannot register until they complete the survey about where they are staying. 72% of racers registered this year are from outside the Laramie and Cheyenne community. Ms. Harper asked that the board help fund marketing efforts to help increase the amount of out-of-area racers. Ms. Harper said they have about 276 racers registered so far. Ms. Brown Mathews asked what will be done to encourage racers to come into town. Ms. Harper said that they are highlighting places to stay in town, highlighting things to do in town, and holding packet pickup in town.

**Motion by Kaley Holyfield, seconded by Derek Jones, that the grant request for the Laramie Range Epic be approved. Motion passes.**

6. Financial updates

- a. Public officer training - Mr. Larson reported that everyone who needed this has completed this or has plans to complete this.
- b. Lodging tax collections FY '25 - Mr. Larson reported that May collections felt about average. Mr. Larson reported that the fiscal year is off to a good start and if the trend continues we will finish strong.
- c. FY '25 proposed budget - Mr. Larson shared the condensed version that was published in the Laramie Boomerang. Mr. Larson noted that a formal motion from the board will be needed. Ms. Brown Mathews asked if the facade improvements were budgeted and Mr. Larson explained that he did not budget this, but there may be an option to make an amendment for this in the future.

**Motion by Sarah Brown Mathews, seconded by Sara Ghezzi, that the proposed FY 24-25 budget be accepted. Motion passes.**

7. New business

- a. Board seats - A full board will be in place with two renewals and one new addition.
- b. Destination Development Projects - Mr. Larson explained that these funds will be available again on July 1st.
  - i. Centennial Visitor Center - Mr. Larson reported that the center is busier than last year and an intern has been hired. The gift shop sales are doing well and Ms. Madden is officially an employee of Visit Laramie.
  - ii. Wayfinding match program - Mr. Larson reported that five signs are in the ground and an additional 23 that are in the works. The City of Laramie approved \$250,000 in the next budget for wayfinding.

8. Review of staff activities

- a. Director's report - linked in board packet. Mr. Larson explained that the staff reports are included as well.
- b. Data reports - June insights linked in board packet.
- c. Mr. Larson explained that Ms. Haugen will take over as the interim director and Ms. Malmborg will serve as the assistant interim director. Mr. Larson will be focusing on training the next few weeks before his last day on July 3. Mr. Larson emphasized that the staff should be involved with the selection process. Mr. Wright will share out a few dates for the board to connect virtually regarding the search process and the July board meeting will be canceled due to conflicting schedules.

9. Public Comments - none.

**Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, to adjourn the meeting. Motion passes.**

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

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*