

Albany County Tourism Board  
800 S 3rd Street, Laramie WY 82070  
Monday, March 20th, 2023  
4:00 - 6:00 PM

**Present:** Scott Larson, Sara Haugen (Virtual), Kevin Welch, Derek Jones (Virtual), Sarah Brown Mathews, Kaley Holyfield, Lyndee Gurnham, Becky Maddox, David Wright, Kera Malmborg, Pat Gabriel

**Absent:** Emma Dixon, Sarah Reese, Terri Jones

**Guests:** Birch Malotky (Emerging Issues Forum), Glenn Gardner (Wyoming Office of Tourism, Virtual)

1. 4:06 Call regular meeting of the Albany County Tourism Board to order
  - a. Confirmation of quorum - Yes.
  - b. Introduction of guests - Birch Malotky and Glenn Gardner were introduced.
2. Additions and/or corrections to agenda
  - a. None
3. Consent agenda
  - a. February minutes
  - b. Financial reports

**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. Motion passes.**

4. Old business
  - a. None.
5. Grant and sponsorship requests
  - a. Emerging Issues Forum: Outdoor Recreation

**Motion by Sarah Brown Mathews, seconded by Kevin Welch, that the grant request for Emerging Issues Forum: Outdoor Recreation be approved for the full amount with the contingency that Scott Larson clarify how the Audio Visual (A/V) services will be used. If the A/V services are used for marketing purposes, ACTB will approve the full grant request. If the A/V services are not used for marketing, ATCB will award \$2,350. Motion passes.**

6. Financial updates
  - a. Lodging tax collections FY 23 - See board packet.
7. New business
  - a. Destination Development Projects
    - i. Transportation - Scott Larson is meeting next week with Laramie Connections, Jubilee Days, and Downtown Laramie to brainstorm solutions for peak events.

- ii. Outlaw Trail Dinner Show - Lyndee Gurnham and Emma Dixon continue to work on this project. An RFP has been prepared and the project will be outsourced to an event planner. \$60,000 is budgeted for the next two years for this project with a plan to have this event stand on its own within 2-3 years.
  - iii. Credit card data - \$18,000/year is budgeted for this. The data will plug into Voyage (cell phone data) and allow Scott Larson & team to layer data and better understand customers and their value.
  - iv. Centennial/USFS - Scott Larson is meeting with the USFS to discuss support for Centennial. About \$50,000 is budgeted for the next few years to be used for staffing, water at campgrounds, signage, etc.
  - v. Website accessibility updates - Sara Haugen has been working on this.
8. Review of staff activities
- a. All staff
    - i. Introduction of new staff - Kera Malmborg.
    - ii. Annual team retreat - Scheduled for next week, off site at Vee Bar.
  - b. Executive update
    - i. Data reports - March insights
    - ii. Boards & committees - Subcommittee was created within SEWORC to address WY130 parking.
    - iii. Planning - budget review, FY24, marketing chart
    - iv. Other projects - ACTB is working with LPAC on internal restroom murals near Vedauwoo and UW MBA students and Downtown Laramie on a downtown boutique hotel proposal.
  - c. Marketing & Design
    - i. Marketing report
    - ii. Winter campaigns & summer campaigns
    - iii. Winter video shoot
    - iv. Cowboy Character Challenge 2.0
  - d. Events
    - i. Event Planning Guide
  - e. Operations
    - i. February office stats
    - ii. February gift shop stats
9. Public comments
- a. None
10. Motion to adjourn the meeting.

**Motion by Sarah Brown Mathews, seconded by Becky Maddox, to adjourn the meeting.  
Motion passes.**

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

*Meeting minutes respectfully submitted by Kaley Holyfield, Secretary.*

