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.