

Albany County Tourism Board
210 E. Custer Street, Laramie, WY 82070
Monday, May 17, 2021 - 4:00 PM - 6:00 PM

Present: Scott Larson, Kaley Holyfield, Kathleen Bertoncelj, Rebecca Walsh, Sara Haugen, Lyndee Gurnham, Tessa Cedillo, Willow Hinckley, Brad Jackson, Page Malmstrom, Pat Gabriel

Absent: David Wright, Heber Richardson

Guests: Christy Smith - Laramie Enduro, Jamie Stein - Laramie Jubilee Days, Robin Regal - Laramie Jubilee Days, David Hansen - Laramie Jubilee Days, Shawn Faxon- Laramie Jubilee Days, Darren Rudloff

1. 4:05 PM Call Regular Meeting of the Albany County Tourism Board to order by Brad Jackson.
 - a. Confirmation of Quorum
 - b. Introduction of Guests
2. Additions and/or Corrections to agenda
 - a. None.
3. Consent Agenda
 - a. April Minutes
 - b. Profits and Loss Budget vs. Actual
 - c. Advertising and Grants

Motion by Kathleen Bertoncelj, seconded by Tessa Cedillo that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
 - a. None.
5. Grant and Sponsorship Requests
 - a. Laramie Enduro Mountain Bike Race - Advertising in multiple western states, on social media, etc. Laramie Enduro is requesting \$1,500 to help with posters, magazine ads, radio ads, etc. Christy will poll racers about where they are staying. Future plans to route the race from town, up Pilot Hill, back into town. Board suggested that hotels offer bike-friendly services - i.e. a room to do maintenance, an area to wash bikes outside, etc.
 - b. Laramie Jubilee Days - Expected larger attendance this year compared past years. Advertising has been done with radio, publications, etc. More advertising will be scheduled as they get closer to the event. The majority of the sponsorship funds will be used on advertising and memorabilia to celebrate the 80th anniversary. Sponsorship is at about 85% and is likely ahead of where it has been in past years.

Motion by Brad Jackson, seconded by Kathleen Bertoncelj that the Jubilee Days request be approved. Motion passed.

Motion by Brad Jackson, seconded by Page Malmstrom that the Laramie Enduro request be approved. Motion passed.

6. Financial Reports
 - a. Lodging Tax Collections FY 2020-2021
 - b. Marketing dashboard - Best April that we have ever had as far as lodging tax collections go.
 - c. March numbers up 12% over March 2019.
 - d. Larson projected that this will be a record breaking summer; Malmstrom explained that they are seeing this trend, too.
7. New Business
 - a. Marketing Report - New website is performing well and getting good community feedback. Book Direct referral traffic = 772 referrals last month.
 - b. Recreate Responsibly Campaign - Timeline to roll out the campaign is the second or third week of June.
 - c. Destination Next Strategic Plan Draft - Darren Rudloff. Board agreed to read the strategic plan and provide feedback via email.
8. Review of Staff Activities
 - a. April Office Stats - Leads are through the roof.
 - b. All Staff
 - i. New website - Performing great!
 - ii. Staff retreat - Went really well, met offsite with facilitator.
 - c. Haugen
 - d. Gurnham
 - i. Viaduct Banners
 - e. Hinckley
 - f. Larson
 - i. Laramie Tourism Coalition (City + ACTB) - Wrapped up last month. Larson will invite the facilitator to the next meeting to discuss the recommendations that were made by the coalition.
 - ii. ACTB + Haub School - Final Report
 - iii. New Building Updates - Working on drafting lease currently. June 15th - Should have keys to the building.
 - iv. New Board Seats for FY 22 - Two seats are opening and one seat is up for renewal.
 - v. Winter Visitor Profile Survey - Next month we should have a year's worth of data.
9. Draft Budget for FY 22 + Addendum
10. Public Comments - None
11. Executive Session (Requested by Brad Jackson)

Motion by Page Malmstrom, Seconded by Rebecca Walsh to adjourn to executive session to discuss personnel matters. Motion passed.

Motion by Rebecca Walsh, seconded by Kathleen Bertone to leave executive session. Motion passed.

12. Motion to adjourn the meeting at 5:54 PM.

13.

Motion by Rebecca Walsh, seconded by Page Malmstrom to adjourn the meeting.

14. The next ACTB Board meeting will be at 4:00 PM on Monday, June 21, 2021.

Minutes respectfully submitted by Kaley Holyfield, Secretary.