

**Albany County Tourism Board**

800 S 3rd Street

Laramie, WY 82070

Monday, May 22nd, 2023

4:00 - 6:00 PM

**Present:** Scott Larson, Sara Haugen (Virtual), Derek Jones, Sarah Brown Mathews, Kaley Holyfield (Virtual), Becky Maddox, Kera Malmborg, Emma Dixon, Sarah Reese, Pat Gabriel

**Absent:** Terri Jones, David Wright, Lyndee Gurnham

**Guests:** Jaime Stine (Laramie Jubilee Days), Aaron Voos (Laramie Regulators), Joe Rovani (Petersen Asphalt Research Conference), Wendy Fanning (Wyoming Women's Business Center), David Lewis (Laramie Holiday Inn), Glenn Gardner (Wyoming Office of Tourism).

1. 4:00 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 the agenda
  - a.
3. Consent agenda
  - a. April minutes
  - b. Financial reports - linked in board packet

**Motion by Sarah Brown Mathews, seconded by Derek Jones, that the consent agenda be approved and that each specific action on the consent agenda be approved as indicated.**

4. Grant and sponsorship requests
  - a. Laramie Jubilee Days

**Motion by Sarah Brown Mathews, seconded by Sarah Reese, to approve the grant application as requested by Laramie Jubilee Days. Motion passes.**

- b. Laramie Regulators

**Motion by Sarah Brown Mathews, seconded by Derek Jones, to approve the grant application as requested by Laramie Regulators. Motion passes.**

- c. Petersen Asphalt Research Conference

**Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, to approve the grant application as requested by Petersen Asphalt Research Conference. Motion passes.**

- d. Wyoming Women's Business Center

**Motion by Sarah Brown Mathews, seconded by Derek Jones, to amend the requested amount to a \$1,500 sponsorship instead of the grant request as written. Motion passes.**  
(Kaley Holyfield abstained from voting).

5. Old business
  - a. Wyoming Amateur Hockey League - This group was not in attendance as they provided a detailed recap instead of an in-person presentation.
6. Financial Updates
  - a. Lodging tax collections FY '23
  - b. Proposed budget for FY '24 - Scott Larson presented the FY '24 budget and the final budget will be approved at the next board meeting.
  - c. Proposed marketing chart for FY '24 - Linked in board packet.
7. New Business
  - a. Destination Development Projects
    - i. Transportation - Scott Larson is running into walls here. The potential solution with the high school is not viable anymore and Larson will pursue a collaboration with the University of Wyoming.
    - ii. Outlaw Trail Dinner Show - Emma and Lyndee are continuing to work on this. A logo has been created, three weekends have been identified, and tickets will be sold soon.
    - iii. Centennial Visitor Center - ACTB is partnering with USFS, COG, and UW. 3 people have been hired. Training will start next week and the open date is slated for June 8th. The goal is to run the center through the end of September.
  - b. Board seats - Larson encouraged those that have seats up for renewal to reapply.
8. Review of staff activities
  - a. All staff
    - i. Quarterly one on ones
    - ii. UW Outdoor Recreation Forum
  - b. Executive update
    - i. Data reports - April insights
    - ii. Boards & committees - Larson is still involved with the wayfinding committee and SEWOC organization.
    - iii. Other projects - Destination training program is ready for roll-out.
  - c. Marketing & Design
    - i. Marketing report - Linked in board packet .
    - ii. Summer campaigns - Summer campaigns are running.
    - iii. Cowboy Character Challenge 2.0 - Sarah has been preparing this for the summer.
    - iv. Leadership Laramie graduation - Lyndee was the president this year, and Emma will be going through the program next year.
  - d. Events
    - i. CVent registration pages

- ii. Extranet partner training - Emma has published resources and hosted webinars to help businesses post on the site.
  - e. Operations
    - i. Wyoming Office of Tourism Partner Portal listing updates
    - ii. Digital assets migration
    - iii. April office stats
    - iv. April gift shop stats
- 9. Public comments
- 10. Motion to adjourn the meeting.

**Motion by Derek Jones, seconded by Sarah Brown Mathews, to adjourn the meeting.  
Motion passes.**

The next ACTB board meeting will be at 4:00 PM on Monday, June 19th, 2023.

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*