

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

**Attendees:** Scott Larson, Sara Haugen, Derek Jones, Kaley Holyfield, Emma Dixon, Lyndee Gurnham, Sara Ghezzi, Kera Malmborg, Becky Maddox, Matt Blakeman, Sarah Brown Mathews, David Lewis, David Wright, Emily Madden (Visitor Center), Pat Gabriel

**Absent:** Terri Jones

**Guests:** Rene Williams (Science Loves Art), Aaron Voos (Laramie Regulators), Will Voos (Laramie Regulators), Rob Schutterle (Laramie Regulators), Yogesh Kumbarger (WRI), Jean Pascal Planche (WRI), Didier Lesueur (WRI), Michelle Holmes (WRI), Glenn Gardner (WOT)

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. April 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. None.
5. Grant and sponsorship request
  - a. Science Loves Art - Application linked in board packet. Ms. Williams gave a description of the nonprofit Science Loves Art. The organization hosts two festivals: Fermentation Festival and Pollinator Festival. The Pollinator Festival this year is forecasted to be their largest yet. Ms. Williams noted that out of town guests usually come from Cheyenne and Northern Colorado. Ms. Williams estimated that 10% of attendance have been from Cheyenne or Northern Colorado. Ms. Williams explained that they are advertising with NPR, Wyoming Newspapers, through Facebook, You Tube, brochures, posters, postcards, and email newsletters.
  - b. Laramie Regulators - Application linked in board packet. Mr. Voos explained that this is the third year they have hosted the tournament and gave an overview of the non-profit. The tournament will have 24 teams at a minimum with at least 25 people per team. Most teams are in town for two days and some umpires come from out of town/out of state. Mr. Voos explained that they plan to use the funds

to print banners, run ads, and make website updates. The grant request has increased since last year.

- c. Western Research Institute - Application linked in board packet. Mr. Kumbarger introduced Western Research Institute (WRI) and discussed the materials/research they focus on. WRI has been in Laramie since 1925. The Peterson Asphalt Research Conference takes place every year, with this year being the 61st year. The conference attracts attendees from all over the world. Last year the event attracted 170 participants, with some coming from 12 countries and 5 continents. The event produced over 435 room nights.

**Motion by Sarah Brown Mathews, seconded by David Lewis, that the grant application for Science Loves Art be approved and ask Ms. Williams work closely with the ACTB team to draw in visitors from outside of Albany County. Motion passes.**

**Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, that the grant application for Laramie Regulators be approved. Motion passes.**

**Motion by Sarah Brown Mathews, seconded by Kaley Holyfield, that the grant application for Western Research Institute be approved. Motion passes.**

6. Financial updates

- a. Public officer training - Mr. Larson reminded the board to complete public office training by the end of the fiscal year.
- b. Lodging tax collections FY 24 - Mr. Larson shared the lodging tax collections for the fiscal year. Mr. Larson noted that the STR report reported a 4% jump in occupancy and 10% increase in ADR. Mr. Larson praised the team for performing well even with an odd winter weather-wise.
- c. FY25 proposed budget - Mr. Larson presented the proposed budget for FY 25. Mr. Wright noted that the budget looked good. Ms. Brown Mathews noted she is not comfortable approving the budget with a \$300,000 miscellaneous expense, even though she understands that the destination development funds need to be listed somewhere in the budget. Ms. Brown Mathews asked for more details regarding contracts that were not renewed, and Mr. Larson explained that they were not seeing ROI on those contracts and have decided to re-invest the funds. Mr. Larson will send the strategic plan to Ms. Brown Mathews, Mr. Jones, and Ms. Maddox and the board members will help determine how to list the destination development funds in the budget.

7. New business

- a. Board seats - Mr. Larson explained that a few board seats are up for renewal.
- b. FY 25 Marketing Chart - Linked in board packet. Mr. Larson shared the document with the board and highlighted where the marketing dollars are being invested.
- c. Destination Development Projects
  - i. Centennial Visitor Center - Mr. Larson explained that the visitor center will be starting the summer season soon and brought attention to Ms.

Madden's report in the board packet. Summer hours will begin this Thursday. Mr. Larson explained that an intern was also hired to help with the visitor center.

- ii. Wayfinding Match Program - Mr. Larson explained that about \$80,000 has been spent on this project.
8. Review of staff activities
    - a. Director's report - linked in board packet. Mr. Larson directed the board to the report in the board packet.
      - i. Data Reports - Linked in board packet. Mr. Larson directed the board to the board packet.
  9. Public comments
    - a. None.

**Motion by Derek Jones, seconded by Becky Maddox, to adjourn the meeting. Motion passes.**

The next ACTB Board meeting will be at 4:00 PM on Monday, June 17th, 2024.

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*