1. 4:00 Call regular meeting of the Albany County Tourism Board to order by Kevin Welch, Vice Chair.
   a. Confirmation of quorum - Yes.
   b. Introduction of guests - Sena Krula (Representing Leadership Laramie), Derek Teini (City of Laramie Planning Office), Rand Selle (Tom Horn Days).

2. Additions and/or corrections to agenda
   a. None.

Motion by Sarah Brown Mathews, seconded by Derek Jones, to move forward with the agenda as written. Motion passes.

3. Consent agenda
   a. September minutes
   b. Financial reports

Motion by Kaley Holyfield, seconded by Second 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. GEOPASS - Derek Teini provided a review of the statewide planning and GIS conference held in September 2022. The event drew 75 attendees and 20 presenters/speakers. Most attendees were from Wyoming, with a few attending from CO and other states. Derek observed that it is difficult to find space for groups of 50-150 in the region.
   b. Tom Horn Days - Rand Selle provided a review of the 2022 event that drew about 1500 attendees. Selle noted that he had a hard time bringing on sponsors and tracking where guests stayed.

5. Grant and sponsorship requests
   a. None.

6. Financial reports
   a. Lodging tax collections FY’23 - Scott Larson noted that while lodging tax was down, sales tax was up about 4%. Larson also explained that while occupancy was down, ADR increased.
7. New Business
   a. None.
8. Review of staff activities
   a. All staff
      i. Farmers Market Booth - This presence continues to be a good way to reach visitors and locals.
      ii. Goal Check-ins - Check-ins occur every 90 days and are almost completed for this period.
      iii. ASUW meeting - Albany County Tourism staff joined an ASUW meeting to build relationships and brainstorm ways to continue to engage the UW community.
   b. Executive update
      i. Data Reports - September insights.
      ii. Winter marketing strategies
      iii. Boards & committees
      iv. Speaking circuit
      v. UW project updates
   c. Marketing & Design
      i. Marketing report
      ii. Cowboy Character Challenge wrap up
      iii. Fall campaigns
      iv. Winter campaigns
      v. Conferences and education
   d. Events
      i. Event planning guide
      ii. Haub School panel
      iii. WHSSA Football Championships: Nov. 11-12, 2022
      iv. WBA Conference: Nov. 15-17, 2022
   e. Operations
      i. September office stats
      ii. September gift shop stats
9. Public comments - Sena Krula thanked the board for having her as a guest.

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

The next ACTB meeting will be at 4:00 PM on Tuesday, November 22nd, 2022.

Minutes respectfully submitted by Kaley Holyfield, Secretary.