

**Albany County Tourism Board**  
**800 S 3rd Street Laramie WY 82070**  
**Monday, October 24th, 2022**  
**4:00 - 6:00 PM**

**Present:** Scott Larson, Sara Haugen, Kaley Holyfield, Spencer Swift, Emma Dixon, Derek Jones, Willow Hinkley,, Lyndee Gurnham, Kevin Welch, Sarah Reese, Sarah Brown Mathews

**Absent:** Heber Richardson, David Wright, Becky Maddox, Pat Gabriel

**Guests:** Sena Krula, Rand Selle, Derek Teini

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, 22022
    - 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.*