

Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, March 17, 2025 - 4:00 p.m. - 6:00 p.m.

Attendees: Andi Jaspersen, Derek Jones, Kaley Holyfield, Sarah Brown Mathews, Becky Maddox, Glenn Gardner, Sara Ghezzi, Matt Lockhart, Dayton Gooder, Arden Madden, Sara Haugen, Kera Deakins

Absent: David Lewis, Matt Blakeman, Emily Madden, Arden Cherek-Madden, Thad Hoff

Guests: Emma Dixon (Science Loves Art), Donal O'Toole, Sylvia Bagdonas, Suzanne Luhr

1. 4:02 Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum and Conflict of Interest - Ms. Brown Mathews declared a conflict of interest if the board discusses specific projects for Destination Development Funds.
 - b. Introduction of Guests - See guests listed above.

2. Additions and/or Corrections to agenda
 - a. Ms. Brown Matthews requested that the Old Business agenda item after the Public Comment section of the agenda. Ms. Jaspersen further suggested that Public Comment be placed before Financial Updates on the agenda.

3. Consent Agenda
 - a. [January/February Minutes](#)
 - b. [Financial Reports](#)

Motion by Ms. Holyfield, seconded by Ms. Maddox that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

Motion by Ms. Holyfield and seconded by Ms. Maddox to amend the motion to only vote on the financial reports and vote on the January/February Minutes during Old Business. Motion passes.

4. Grant and Sponsorship Requests
 - a. [Pollinator Festival](#) (BumbleBrew Fest) - Ms. Dixon shared details about the Bumblebrew Fest coming up in April. This festival will combine the previous two festivals into one festival. Ms. Dixon gave an overview of how the funds will be spent in and out of the county. Ms. Dixon explained that the event will be held indoors and will require a small entry fee, so they will be able to track where guests are coming from and how many are staying overnight.

Motion by Ms. Holyfield, seconded by Mr. Gooder, that the grant request for the Pollinator Festival be approved. Motion passes.

5. Public Comments - Ms. Bagdonas asked if ACTB might be interested in updating the website to include information about how to stay safe around traps on public land. Ms. Bagdonas also

suggested generating content specifically for pet owners about where to stay in Laramie. Ms. Haugen explained that a pet friendly lodging page currently exists. Mr. O'Toole expressed concern that the Dog Days Coyote Derby was advertised on the ACTB website. Mr. O'Toole shared his concerns about the ethics and incentives associated with the event. Mr. O'Toole asked that the ACTB consider the events that are shared and how it fits with the brand of Albany County. Ms. Deakins explained that the staff did research to learn more about this event and how events like this fit into the larger Game and Fish and Wyoming Office of Tourism strategies. Ms. Brown Mathews thanked the guests for attending the meeting and sharing public comment.

6. Financial Updates

a. [Lodging Tax Collections FY '25](#) - Ms. Jaspersen gave an overview of the STR report (linked in board packet). Ms. Maddox asked if the ACTB could learn more about the tax reporting from Albany County or Department of Revenue since the reporting has been inconsistent over the last few years.

7. New Business

a. Grant process recommendation (Kera Deakins) - Ms. Deakins gave an overview of the proposed ACTB grant rating criteria. Ms. Brown Mathews offered to confirm what portions of the matrix will need to be public and what portions can be used internally.

b. Cade Burns/Athlete Sponsorship discussion - Ms. Jaspersen gave an overview of the background of ACTB's relationship with Cade Burns. Ms. Jaspersen gave details about alternate sponsorship strategies that would help engage a similar audience.

c. [Destination Development Funding](#) discussion - Ms. Brown Mathews encouraged the board to think strategically about how to invest these funds. The group discussed how the funds can be used to support partners, tourism industry barriers, etc. The group agreed that ACTB should move further along with strategic planning to help guide how funds are invested.

Motion by Mr. Jones, seconded by Mr. Gooder, that this topic be continued at the April meeting.

8. Old Business

a. Ms. Brown Mathews asked that the email threads from the previous email votes be included with the prior February 2025 minutes.

Motion by Ms. Maddox, seconded Mr. Jones, that the January/February minutes be approved contingent upon the inclusion of the email threads. Motion passes.

9. Motion to adjourn the meeting

Motion by Ms. Ghezzi, seconded by Ms. Maddox to adjourn the meeting.

The next ACTB Board meeting will be at 4:00 p.m. on Monday, April 21, 2025.



Andi Jaspersen <director@visitlaramie.org>

FW: E-vote on Grant Request from ACTB meeting on Feb. 3, 2025

sarah.brown.mathews@gmail.com <sarah.brown.mathews@gmail.com>
 To: Kaley Holyfield <kaley.holyfield@wyo.gov>
 Cc: Andi Jaspersen <director@visitlaramie.org>

Sun, Mar 16, 2025 at 9:32 PM

Here is the conversation regarding the Rotary Grant request. Thanks for also adding this to the minutes from Jan/Feb meeting. Sarah

From: sarah.brown.mathews@gmail.com <sarah.brown.mathews@gmail.com>
Sent: Monday, February 10, 2025 9:57 AM
To: 'Dayton Gooder' <dayton@albanylodge.com>; 'Kaley Holyfield' <kaley.holyfield@wyo.gov>; davidlewis@safarihospitality.com; 'Sara Elizabeth Ghezzi' <sghezzi@uwyo.edu>; djones32@uwyo.edu
Cc: thoff@albanycountywy.gov; mlockhart@cityoflaramie.org; 'Becky Maddox' <becky@snowyrangeski.com>; 'Andi Jaspersen' <andi.jaspersen@gmail.com>
Subject: RE: E-vote on Grant Request from ACTB meeting on Feb. 3, 2025

Thanks all – Motion carries.

Andi, can you please ask Kera to inform Laramie Rotary. Thanks.

From: Dayton Gooder <dayton@albanylodge.com>
Sent: Monday, February 10, 2025 9:45 AM
To: sarah.brown.mathews@gmail.com; 'Kaley Holyfield' <kaley.holyfield@wyo.gov>; davidlewis@safarihospitality.com; 'Sara Elizabeth Ghezzi' <sghezzi@uwyo.edu>; djones32@uwyo.edu
Cc: thoff@albanycountywy.gov; mlockhart@cityoflaramie.org; Becky Maddox <becky@snowyrangeski.com>; 'Andi Jaspersen' <andi.jaspersen@gmail.com>
Subject: Re: E-vote on Grant Request from ACTB meeting on Feb. 3, 2025

I vote yes.

From: sarah.brown.mathews@gmail.com <sarah.brown.mathews@gmail.com>
Sent: Sunday, February 9, 2025 11:50 AM
To: 'Kaley Holyfield' <kaley.holyfield@wyo.gov>; davidlewis@safarihospitality.com <davidlewis@safarihospitality.com>; Dayton Gooder <dayton@albanylodge.com>; 'Sara Elizabeth Ghezzi' <sghezzi@uwyo.edu>; djones32@uwyo.edu <djones32@uwyo.edu>
Cc: thoff@albanycountywy.gov <thoff@albanycountywy.gov>; mlockhart@cityoflaramie.org <mlockhart@cityoflaramie.org>; Becky Maddox <becky@snowyrangeski.com>; 'Andi Jaspersen' <andi.jaspersen@gmail.com>
Subject: E-vote on Grant Request from ACTB meeting on Feb. 3, 2025

All – Due to a lack of quorum during our ACTB meeting this past Monday, we have one grant proposal and motion that needs to occur over email.

Please reply all with your vote to the motion below no later than Tuesday, February 12 at midnight.

- Becky Maddox and Sarah Brown Mathews have both stated a conflict on this grant request based on their membership in the Laramie Rotary Club, and have recused themselves from the vote.

From the Feb 3 meeting minutes:

5. Grant and Sponsorship Requests

a. **Taste of Laradise** - Mr. Rittle explained that the event is scheduled for June 7th, 2025. The event is designed to draw visitors to Downtown Laramie. Tickets are going to be sold in advance and on site and the group's goal is to attract 350 attendees. The request amount is \$4,500. The beneficiary for the event is the Laramie Youth Crisis Center. Ms. Neville reported that in 2024 downtown businesses reported an increase in sales from this event. Room nights will be estimated based on addresses from the registration list.

Motion by Ms. Holyfield, seconded by Mr. Lewis, that the grant request for Taste of Laradise be tabled for a vote over email, that the request be adjusted to \$2,500 for marketing expenses, and that the event volunteers work with ACTB staff to implement a plan to estimate/track room nights and extend visitor stays moving forward.

- A vote via email is needed as Mr. Jones left the meeting and with Ms. Mathews and Ms. Maddox recused, there was no quorum. According to the bylaws, a simple majority of the 7 appointed members fulfills a quorum. Appointed members include Holyfield, Lewis, Gooder, Ghezzi, Jones, Mathews – with one absent seat to be appointed by Rock River City Council.

Minutes respectfully submitted by Kaley Holyfield, Secretary.

SARAN TS MATHEWS - CHAIR

