

**Albany County Tourism Board**  
800 S 3rd Street, Laramie WY 82070  
Monday, June 16th  
4:00 - 6:00 PM

**Attendees:** Derek Jones, Kaley Holyfield, Sarah Brown Mathews, Becky Maddox (Virtual), Glenn Gardner (Virtual), Sara Ghezzi, Matt Lockhart, Dayton Gooder, Sara Haugen, David Lewis

**Absent:** Matt Blakeman, Emily Madden, Thad Hoff, Arden Cherek-Madden, Kera Deakins

**Guests:** N/A

1. 4:03 Call a regular meeting of the Albany County Tourism Board to order.
  - a. Confirmation of Quorum
  - b. Introduction of Guests

**Ms. Brown Mathews and Ms. Holyfield will both abstain from voting on the Pilot Hill 25k grant application due to conflicts of interest.**

2. Additions and/or corrections to agenda
  - a. Public comments
3. Consent agenda
  - a. April Minutes - linked in board packet.

**Moved and seconded to approve the April minutes with corrections to the list of attendees. Motion passes.**

- b. Financial reports - linked in board packet.

**Moved and seconded 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. Pilot Hill 25k Recap - Documents linked in board packet. Ms. Holyfield reported an increase in registrants and an increase in overnight stays since 2024.
  - b. J&J Second Chance Small Holdings - Documents here.

**Moved and seconded to deny the J&J Second Chance Small Holdings grant request. Motion passes.**

5. Grant and sponsorship requests
  - a. Pilot Hill 25k - Documents linked in board packet.

**Moved and seconded that the grant request for the Pilot Hill 25k be approved as written. Motion passes.**

6. Financial updates

- a. Lodging tax collections FY 25 and FY 26 - Ms. Haugen explained that reporting is still inconsistent, however lodging tax is up year over year.

7. New business

- a. America 250th marketing intern - Ms. Haugen provided an update on the hiring of an intern to help plan the 250th anniversary event and the collaboration with the Albany County Historical Society.
- b. Branding update - Documents linked in board packet. Ms. Haugen shared the evolution of logo design as well as the final design.
- c. Strategic plan vote - Documents linked in board packet.

**Moved and seconded to approve the strategic plan. Motion passes.**

- d. Hiring update - Ms. Haugen reported that four interviews were held for the position open in Centennial. Ms. Haugen reported that she has 11 qualified candidates for the marketing position.
- e. Director's report - Ms. Haugen shared details from the directors report linked in the board packet.
- f. Statistics - linked in board packet.
- g. Initial budget hearing - documents linked in board packet. Ms. Haugen noted that the board cannot vote on the budget since the public notice was filed too close to the meeting date. The board will need to choose another date to meet to approve the budget before the fiscal year ends. Ms. Haugen gave an overview of the major changes to the budget, including separating sponsorships from marketing grants. Ms. Haugen shared graphs showing the trends in the budget over the last four years.

8. Motion to enter into executive session to discuss payroll.

**Moved and seconded to move into executive session. Motion passes.**

**Moved and seconded that payroll changes be made as proposed. Motion passes.**

**Moved and seconded to adjourn executive session. Motion passes.**

**Moved and seconded to adjourn meeting. Motion passes.**

The next ACTB Board meeting will be at 4:00 PM on Monday, August 18th, 2025.

*Minutes respectfully submitted by Kaley Holyfield, Secretary.*

*SARAN BROWN MATNEEDS*  
