



Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, October 20, 2025 - 4:00 p.m. - 6:00 p.m.

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order

Sara Brown Matthews, Dayton GooderPatrick Coffey, Matt Lockhart, Sara Haugen, Sara GhezziOnline- BJ Finney, Joseph Sanchez, Glenn Gardner

- a. Confirmation of Quorum
- b. Introduction of Guests

No guests this evening

2. Additions and/or Corrections to agenda

- a. Public Comments
- b. N/A

3. Consent Agenda

- a. [September Minutes](#)
- b. [Financial Reports](#)

Motion made and seconded that the Consent Agenda and Sept. meeting minutes be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business

- a.

5. Grant and Sponsorships

- a. Turf Wars Sponsorship – [Documents Here](#)

Event impact calculator-4,000 ROI from last year

Jan 3-5, 152 rooms in laramie about 3,000 room nights

184 total teams registered

3,000 sponsorship for 2026

Motion for 3,000 sponsorship and seconded, voted to approve Turf Wars Sponsorship

- b. Light Up Downtown Sponsorship – [Documents Here](#)

Train lighting, in line with strategic plan for holiday activities

Visit Laramie logo signage on train

Check cellphone data to see how many visitors come from out of town
Motion for \$1,000 light up downtown sponsorship and seconded, voted to approve sponsorship.

c. WORTH Partner Program – [Documents Here](#)

Sara Ghezzi recused due to being WORTH affiliated Faculty
Place on hold for a month for more details

6. Financial Updates

a. Lodging Tax Collections – [FY 2026](#)

Occupancy Sept. Down but overall revenue up

[Placer.ai](#) cellphone data included

Vote to accept financial reports

7. New Business

a. Proposed FY26 Amended Budget – [Documents Here](#)

Highlighting items, giftshop is making more than we budgeted, Increased both line items

Adjustments from the dept. Of audit, prepaid rent

Cvent software-conference registrations, expense/revenue equaling out

Motion to accept and approve amended budget, and seconded, voted to approve

b. Proposed Date Change for March 2026 Board Meeting

Falls on spring break so moved to March 23rd

c. Proposed WAM-JPIC Health Insurance Bid – [Documents Here](#)

Allow the executive committee, the Option to purchase healthcare through the WAM program

Motion to authorize the executive committee to work on this option, and seconded, voted to approve.

d. [Director's Report](#)

Destination development projects approved

i. [Statistics](#)

8. Moved and seconded to adjourn the meeting.

9. The next ACTB Board meeting will be at 4:00 p.m. on **Monday, November 17th, 2025.**

SARAH T. MATHEWS
