



October Lodging Tax Board Meeting Minutes

Go Goshen
10/14/2025 1:30 PMMDT
@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Judith Bartmann, Gary Olson, Scott Prusia, Konne Rife, Julianne Rogers, Geri Zeimens (remote)

Guests: Dean McClain - Ag Flyers, Heidi Forbes - Torrington Tailslide, Kelly Sittner - Torrington Tailslide, Glenn Gardner - Wyoming Office of Tourism (remote)

Staff: Brian Young, Moriah Harkins

Absent:

Members: Bob Oaks, David Saul

I. Call Meeting to Order

Chairman Scott Prusia called the meeting to order at 1:30 PM. Members were present in person and via Zoom.

A. Introduce LaGrange Representation

Judith Bartmann was sworn in as the LaGrange Representation

II. Approval of the Meeting Minutes

The Board reviewed the minutes from the September 9, 2025 meeting.

 [9.9 Lodging Tax Board Meeting Minutes.pdf](#)

Motion:

To approve the September 9, 2025 meeting minutes as presented.

Motion moved by Gary Olson and motion seconded by Konne Rife. Motion carried unanimously.

III. Approval of the Financials

Chairman Scott Prusia reviewed the financial statements. It was noted that the \$10,000 transfer approved at the September meeting had been completed, creating a new CD at Points West Bank. The board discussed the upcoming maturity of the Platte Valley Bank Certificate of Deposit. The Board agreed that reinvesting the funds at the same bank and taking advantage of the 13-month, 3.47% rate will ensure continued interest growth.

There were no unusual expenses reported in the balance sheet or profit and loss statements. Payments to Madden Media and Miles Partnership were noted, totaling approximately \$26,500, and were categorized under grant-related marketing expenses. Approximately \$6,500 remains from the current Destination Development Grant funds.

 [LTB September Financials 2025.pdf](#)

Motion:

Motion to approve the October financial report as presented and to authorize the withdrawal of funds from the maturing Certificate of Deposit at Platte Valley Bank, with reinvestment of the full balance into a new 13-month Certificate of Deposit at Platte Valley Bank at an interest rate of 3.47%.

Motion moved by Konne Rife and motion seconded by Julianne Rogers. Motion carried unanimously.

IV. Lodging Tax Reports

The Board discussed the ongoing inconsistencies in the Department of Revenue's lodging tax reports and deposits. Members also discussed changes in the local lodging market, including increased competition from Airbnb and VRBO properties. Concerns were raised about unreported short-term rentals not remitting lodging taxes. It was noted that while some operators correctly file quarterly, others may not be reporting, which can impact totals. The Board also discussed trends of local homes being rented privately to hunting guides and outfitters.

A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.pdf](#)

V. Grant Requests

A. Torrington TailSlide Presentation

Heidi Forbes, accompanied by guests Kelly Sittner and Dean McClain, presented plans for the 2026 Torrington TailSlide Aerobatic Rodeo, scheduled for Memorial Day weekend at the Torrington Municipal Airport. The event will feature the first-ever USA Unlimited Aerobatic Team Challenge, a patriotic, team-based competition coinciding with the America 250 celebrations.

Plans include a Thursday fundraising golf tournament, a downtown meet-and-greet at Open Barrel Brewing, and weekend aerobatic competitions paired with community activities, including a street dance, food trucks, and a Sunday cowboy church service. The event is expected to draw over 50 pilots, plus families and spectators.

Heidi Forbes will forward Moriah Harkins more details on what the Torrington TailSlide will need help with during event planning. No official requests were made to the board at this time.

VI. Old Business

A. Sponsorships

The Board reviewed the Lions Club's request for sponsorship of the annual Holiday Bazaar held at the Rendezvous Center on the Saturday after Thanksgiving. The event attracts 400–500 attendees, including out-of-town vendors and visitors. The Board discussed rental costs of \$1,200–\$1,500 for the facility and noted that, while the application requested the maximum \$1,000.

 [LTB Sponsorship - Torrington Lions Club Holiday Bazaar.pdf](#)

Motion:

To approve \$1,000 for the Torrington Lions Club Holiday Bazaar sponsorship.

Motion moved by Konne Rife and motion seconded by Geri Zeimens. Motion carried with four votes in favor and one opposed.

B. Destination Development Grant Projects

Moriah Harkins reported that the Board had previously approved \$6,500 from the Destination Development Grant for photography and videography. A new photographer contract template, modeled after Visit Gillette's agreement, was introduced to govern assignments. Under the structure, photographers will sign a master agreement granting the Board unlimited rights to all photos and videos, with permission for photographers to use materials for portfolios only. Assignments will be made individually by email, with payment issued upon delivery and approval of assets.

No motion was required as this funding had been previously approved.

 [LTB Photography & Videography Agreement.pdf](#)

VII. New Business

A. Oregon-California Trails Auto Tour Brochure - \$2000

The Board reviewed a \$2,000 funding request from the Oregon-California Trails Association for brochure design and printing, including materials for Goshen County and distribution to regional visitor centers.

Board members discussed the cost-to-benefit ratio of such broad-scope national marketing compared to local events. Some members preferred investing in tourism efforts with direct, measurable impact.

 [Oregon - California Trails - Go Goshen Proposal.pdf](#)

Motion:

To deny the \$2,000 funding request for the Oregon-California Trails Auto Tour brochure.

Motion moved by Gary Olson and motion seconded by Konne Rife. Motion carried.

B. America 250 Grant Match Funds

Moriah Harkins presented an update on the America 250 Grant application being submitted by the county committee in partnership with the Goshen County Library, Homesteaders Museum, and Fort Laramie Historical Association. The project will produce a documentary series highlighting Goshen County's history and cultural heritage. The total grant request is \$2500 which would cover post production and preparation for social media platform marketing.

While a match from the Lodging Tax Board was not required, it was noted that matches are often viewed favorably in competitive scoring. The Board determined that it was not necessary to contribute at this time but would revisit if funding became essential.

 [Goshen County Docuseries LTB Funding Proposal.pdf](#)

 [Goshen County Docuseries Quote.pdf](#)

 [Goshen County Docuseries Production Outline.pdf](#)

Motion:

To decline a match contribution for the America 250 Docuseries grant at this time.

Motion moved by Gary Olson and motion seconded by Konne Rife. Motion carried unanimously.

C. Signature Event - Torrington BBQ Competition

Moriah Harkins proposed a Kansas City Barbecue Society-sanctioned competition to develop a community-wide signature event. Moriah suggested coordinating timelines with Torrington Tailslide and exploring the feasibility of hosting both the aerobic event and a barbecue competition at the airport or fairgrounds.

Members agreed the combination could create a strong tourism draw and supported continued planning in coordination with both committees.

 [BBQ Competition Initial Proposal.pdf](#)

VIII. Homesteaders Museum Update

Chairman Scott Prusia provided an update following a meeting with the Mayor regarding Visitor Center staffing. The City of Torrington confirmed that the position is now fully funded and approved by the City, so no Lodging Tax assistance is required. The Board plans to work with the City on a future Memorandum of Understanding (MOU) regarding tourism coordination.

IX. Adjournment

There being no further business, the meeting was adjourned at approximately 3:15 PM.