

November Lodging Tax Board Minutes

Goshen Economic Development
Nov 28, 2023 at 1:30 PM MST

Attendance

Present:

Members: Bob Oaks, Scott Prusia, Konne Rife, Julianne Rogers, Geri Zeimens
Staff: Brayden Connour, Moriah Harkins

Absent:

Members: Dan Ellis, Diane Humphrey, Gary Olson

I. Call Meeting to Order (Presenters: President, Scott Prusia)

President Scott Prusia called the meeting to order at 1:32 PM.

A. Introductions/New Board Member appointed by the County

President Scott Prusia welcomed Konne Rife, the new Goshen County board member, to the Goshen County Lodging Tax Board.

II. Approval of the October Meeting Minutes

 [2023 October Lodging Tax Board Minutes.pdf](#)

Motion:

Approval of the meeting minutes of November 28, 2023.

Motion moved by Geri Zeimens and motion seconded by Konne Rife. Approved unanimously.

III. Approval of the Financials

President Scott Prusia presented the balance sheet, profit & loss, and the transaction by detail report. Highlights include: Scott Prusia projected that the revenues for the year will exceed what was initially budgeted.

 [LTB - October 31 Financials.pdf](#)

Motion:

Approval of the December Financial Report as presented by Scott Prusia.

Motion moved by Bob Oaks and motion seconded by Geri Zeimens. Approved unanimously.

IV. Lodging Tax Reports

A. Goshen County Lodging Tax

 [Lodging Tax Update.docx](#)

A graph of Goshen County's lodging tax amounts was presented to the board.

B. Goshen County Q3 Report

 [Goshen County Q3 Report.pdf](#)

Moriah Harkins presented the board with a Quarter 3 report from the Wyoming Office of Tourism. A destination operating system firm compiles the data from this report called Zartico, specializes in tourism destinations and community development. The location data provider provides daily raw data from people's devices (such as mobile phones). We ingest this data identifying visitors vs residents, where visitors have come from outside your destination, where they go while they are in your destination, and how long they stay.

C. Guernsey/Platte County Tourism Meeting Report

Moriah Harkins gave a report on the meeting she attended with the Guernsey Economic and Tourism Development Committee. They plan to work on social media campaigns for the summer.

V. Grant Report Approval

A. Goshen County Quilters - Quilt Show

Moriah Harkins presented the final report for the Goshen County Quilters event Quilts Along the Platte Quilt Show in September. The board reviewed the report, and discussion ensued.

Motion:

Approval of the Goshen County Quilters report and request for reimbursement for the amount of \$1285.34 for advertising for the event.

Motion moved by Bob Oaks and motion seconded by Geri Zeimens. Approved unanimously.

VI. Additional Old Business

VII. New Business

A. Presenting Sponsorship - \$750

Brayden presented the request to become a presenting sponsor at the 2Shot Goose Hunt. Go Goshen would pay \$750 and the Goshen County Lodging Tax Board would pay \$750. There are 48 teams from outside of Goshen County. This event brings overnight stays and potential spending at local businesses. Discussion ensued.

Motion:

Motion to approve that the Goshen County Lodging Tax Board become a co-presenting sponsor at the 2Shot Goose Hunt with Go Goshen for the amount of \$750 paid from the Goshen County Lodging Tax Board.

Motion moved by Konne Rife and motion seconded by Geri Zeimens. Approved unanimously.

B. Campaign Funding

The board discussed the future Lodging Tax campaign this year. The board went over what the past boards have done. It was suggested that educating people about the lodging tax could be in the form of a one-sheeter for board members, social media posts, and radio.

VIII. Informational

IX. Adjourn

There being no further business to come before the board, the meeting was adjourned at 2:20 PM by President Scott Prusia.