



April Lodging Tax Board Minutes

Go Goshen

Apr 16, 2024 at 1:30 PM MDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Diane Humphrey, Bob Oaks, Scott Prusia, Konne Rife, Julianne Rogers

Guests: Lori Schafer, YeeHaw Daze, Glenn Gardner, Wyoming Office of Tourism (remote)

Staff: Brayden Connour, Moriah Harkins

Absent:

Members: Dan Ellis, Geri Zeimens

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

President Scott Prusia called the meeting to order at 1:33 PM.

II. Approval of the March Meeting Minutes

The board ask that the motion for Section III be corrected by removing all the text after "Motion moved by Julianne Rogers and motion seconded by Bob Oaks."

 [2024 March Lodging Tax Board Minutes.pdf](#)

Motion:

Approval of the March Meeting Minutes with corrections.

Motion moved by Gary Olson 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. Goshen County Lodging Tax revenues remain strong.

 [LTB March Financials 2024.pdf](#)

Motion:

Motion to approve the financial report as presented by President Scott Prusia.

Motion moved by Konne Rife and motion seconded by Diane Humphrey. Approved unanimously.

IV. Lodging Tax Reports

A. Goshen County Lodging Tax Graph

Brayden Connour presented the board with a spreadsheet of the Goshen County Lodging Tax revenues for FY 2021 through FY 2023 and the a graph of the Goshen County Lodging Tax revenues from FY 2022 though present month of FY 2023. Highlights include: the county is trending higher than previous years.

 [Lodging Tax Update.docx](#)

V. Grant Applications

A. YeeHaw Daze

Lori Schafer presented the grant application for the YeeHaw Daze. The event is an artisan market that takes place at the Goshen County Fairgrounds during the beginning of October. The 10th anniversary of the event is this year in 2024. Lori mentioned there was an opportunity to promote business in the area, because there is historically 1500 people that have attended over the event dates. The board considered the event sponsorship application and discussion ensued.

 [YeeHaw Daze Abridged.pdf](#)

Motion:

Motion to approve the application for the full requested amount of \$2766.68 to fund the advertising for YeeHaw Daze.

Motion moved by Diane Humphrey and motion seconded by Julianne Rogers.

Motion passes 4 votes for and 1 vote opposed.

B. Gracie's Promise

Moriah Harkins presented the Gracie's Promise application for the "Timeless Treasures & Simple Pleasures". This event is a fall garden party with vintage collections on display. Discussion ensued.

 [Gracie's Promise Abridged.pdf](#)

Motion:

Motion to table the application approval until there is a representative from Gracie's Promise to be present to ask questions.

Motion moved by Gary Olson and motion seconded by Julianne Rogers.

Approved unanimously.

VI. Old Business

A. Destination Funding Alternatives

Moriah Harkins presented her recommendations for the alternatives for the Destination Development Funds. The services will be provided by Westedge Collective marketing company and include a tourism landing page on the gogoshen.com website, tourism-centered blog posts, and ad creative that will be a campaign for Pinterest.

 [West Edge Tourism Wishlist April 2024.pdf](#)

Motion:

Motion to approved the rest of the Destination Development Funds be spent on the landing page, blog posts, and ad creative for Pinterest.

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

B. International Roundup

Moriah Harkins requested that the board purchase Fort Laramie National Historic Site keychains to distribute to the Tour Operators at the International Roundup Conference.

 [International Roundup Handouts.pdf](#)

Motion:

Motion to approve the forty keychains to be distributed to the tour operators at the International Roundup Conference.

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

VII. New Business

A. Visitor Center

The board had a discussion about the Visitor Center at the Homesteaders Museum.

B. Lodging Tax Board Campaign

The board had a discussion about the Lodging Tax Board Campaign. Moriah Harkins is going to create a one-pager for the board to help members campaign for the tax. Brayden Connour is going to check to see how it was funding in the past.

VIII. Informational

IX. Adjourn

There being no further business to come before the board, the meeting was adjourned at 2:47 PM by President Scott Prusia.