



December Lodging Tax Board Minutes

Go Goshen
12/17/2024 1:30 PMMST
@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Bob Oaks, Gary Olson (remote), Scott Prusia, Konne Rife, Geri Zeimens
Staff: Moriah Harkins (remote), Brian Young

Absent:

Members: Diane Humphrey, Julianne Rogers, David Saul

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

President Scott Prusia called the Lodging Tax Board meeting to order at 1:30 PM.

II. Approval of the November Meeting Minutes

Moriah Harkins presented the minutes from the November 19, 2024 meeting to the board for review. The board members were given an opportunity to discuss any corrections or amendments.

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

III. Approval of the Financials

President Scott Prusia presented the financial report for the Lodging Tax Board. He noted that the board is currently in a strong financial position, with stable revenues and careful management of expenditures. The report included the balance sheet, profit and loss statement, and the transaction by detail report.

 [LTB November Financials 2024.pdf](#)

Motion:

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

Motion moved by Gary Olson and motion seconded by Bob Oaks. Approved Unanimously.

IV. Lodging Tax Reports

A. Goshen County Lodging Tax Graph

Moriah Harkins presented the board with a spreadsheet of the Goshen County Lodging Tax revenues for FY 2021 through FY 2025 and a graph of the revenues from FY 2022 through the present month of FY 2025.

 [Lodging Tax Update.pdf](#)

V. Old Business

A. LTB Agreement

The Lodging Tax Board reviewed and discussed the Joint Powers Agreement governing the Tourism Promotion Joint Powers Board. The agreement highlights the board's purpose in overseeing tourism promotion efforts and fostering collaboration among municipalities and Goshen County as a whole. It also outlines the terms of operation and the process for appointing board members who represent the travel and tourism industries. The board decided to table the revisions until they heard back from the Wyoming Travel Commission that appointed a board member to represent the district, and refer to the amended bylaws to verify consistency between documents.

 [Jt powers board agreement.pdf](#)

VI. New Business

A. Wyoming Governor's Hospitality & Tourism Convention - Jan 26-28

Moriah Harkins presented the board with an opportunity for her to attend the Wyoming Governor's Hospitality and Tourism Convention and requested board approval for her participation. The convention, which brings together over 300 influential representatives from Wyoming's tourism and hospitality industry, is dedicated to celebrating and educating professionals in the field. Attending the event would provide valuable networking opportunities and insights to enhance local tourism efforts in Goshen County.

Motion:

A motion was made to approve Moriah Harkins' attendance at the Wyoming Governor's Hospitality and Tourism Convention.

Motion moved by Gary Olson and motion seconded by Geri Zeimens.
Approved Unanimously.

B. Wyoming Livestock Roundup - Deadline Jan 3

The board was presented with a solicitation from the Wyoming Livestock Roundup to purchase an advertisement in their upcoming winter issue, which will feature Goshen County. Moriah Harkins highlighted the opportunity to promote local attractions and tourism initiatives through this targeted publication, which has strong reach within the agricultural and rural communities. She recommended the purchase of a Pony Page ad size, noting its balance of visibility and cost-effectiveness.

 [2025 Winter Cattlemen's Non-Profit Rate Sheet.pdf](#)

Motion:

A motion was made to approve the purchase of a Pony Page advertisement in the Wyoming Livestock Roundup winter issue, which will feature Goshen County. The ad, costing \$680, was recommended by Moriah Harkins to promote local attractions and tourism initiatives to a targeted audience within agricultural and rural communities.

Motion moved by Konne Rife and motion seconded by Bob Oaks.
Approved Unanimously.

C. Yellowstone Parks Trips - Print & Social Media

The board discussed continuing the Yellowstone Park Trips promotion, a campaign that was successfully implemented last year. Moriah Harkins noted that this initiative has been an effective strategy for driving traffic to the Go Goshen website, attracting visitors who are traveling to Yellowstone National Park and seeking activities along their route. The campaign captures a key audience of travelers who are looking for things to do in and around Goshen County, enhancing regional visibility and tourism impact.

 [Yellowstone Park Trips Quarter Page Ad.pdf](#)

 [Yellowstone Park Trips Goshen County IO 2025.pdf](#)

Motion:

A motion was made to approve the continuation of the Yellowstone Park Trips promotion, recognizing its success in driving traffic to the Go Goshen website and attracting visitors traveling to Yellowstone National Park. The campaign effectively captures a key audience seeking activities in and around Goshen County, enhancing regional visibility and tourism impact.

Motion moved by Bob Oaks and motion seconded by Gary Olson.
Approved unanimously.

D. Travel Storys Subscription

The board discussed the TravelStorys mobile app, which offers location-based audio tours, allowing users to explore destinations while learning about local history, culture, and attractions. The app delivers GPS-triggered storytelling with curated insights tailored to specific sites, providing an engaging way to promote tourism in Goshen County. The current annual subscription is \$270, and the app has been a valuable tool for highlighting the area's unique attractions.

Moriah Harkins informed the board about opportunities to revamp the existing stories within the app to enhance their appeal and relevance. She requested feedback from the board on whether TravelStorys should remain a primary focus as part of the county's promotional efforts.

Motion:

A motion was made to approve the renewal of the annual \$270 subscription for the TravelStorys mobile app. The app has proven to be a valuable tool for promoting tourism in Goshen County by offering GPS-triggered storytelling about local history, culture, and attractions.

Motion moved by Bob Oaks and motion seconded by Konne Rife.
Approved unanimously.

E. Sponsor the Ranch Rodeo Bash - December 28th

The board was presented with an opportunity to sponsor the Ranch Rodeo Bash, scheduled for December 28th at the Goshen County Fairgrounds. The event is projected to attract several hundred attendees, offering a prime opportunity to promote Goshen County and its attractions to a large and engaged audience.

 [Ranch Rodeo Bash.pdf](#)

Motion:

A motion was made to deny the sponsorship request for the Ranch Rodeo Bash, scheduled for December 28th at the Goshen County Fairgrounds, due to the late submission of the request.

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

VII. Informational

There being no further business to come before the board, the meeting was adjourned at 2:23 PM by President Scott Prusia.