



July Lodging Tax Board Minutes

Go Goshen

Tuesday, July 16, 2024 at 1:30 PM MDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Dan Ellis, Diane Humphrey, Bob Oaks, Gary Olson, Scott Prusia, Konne Rife, Julianne Rogers, Geri Zeimens (remote)

Guests: Glenn Gardner - Wyoming Office of Tourism (remote)

Staff: Moriah Harkins, Jersey Houk

Absent:

Staff: Brayden Connour

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

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

II. Approval of the June Meeting Minutes

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

Motion:

Approval of the June 18th Meeting Minutes.

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

III. Approval of the Financials

 [LTB June Financials 2024.pdf](#)

President Scott Prusia presented the balance sheet, profit & loss, and the transaction by detail report. Goshen County Lodging Tax remains in strong cash position and approaches the beginning of the fiscal year with the final budget approval at this meeting.

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 2023 and a graph of the revenues from FY 2022 through the present month of FY 2023. Highlights include the county's trending higher than previous years.

 [Lodging Tax Update.pdf](#)

V. Old Business

A. Destination Development Funds FY 24

The board discussed the plans for the Destination Development Funds offered to Goshen County by the Wyoming Office of Tourism. Base on Goshen County Lodging Tax, Goshen County is set to receive \$30,000 to be used between now and June 30, 2026.

 [Goshen County Joint Powers Board Letter of Funds.pdf](#)

B. Final Budget

The Lodging Tax Board looked over the final budget for FY 25.

 [Final Budget.pdf](#)

Motion:

Be it resolved that the Goshen County Tourism Joint Powers Board approve the final budget for the 2024-25 fiscal year in the amount of \$149,200.

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

C. Lodging Tax Board Campaign

Moriah Harkins provided the board a one pager with Lodging Tax fax to educate voters on how the Lodging Tax is spent in the community.

 [Lodging Tax Board One Pager \(2\).pdf](#)

VI. New Business

A. Tourism Instagram

Jersey Houk, Go Goshen Intern, reported on her work with Tourism Instagram and the plans to create Goshen County tourism content on the website. Highlights include Instagram's increasing number of followers, Jersey's creation of highlight covers, and the content she will continue to create.

 [Instagram Improvements LTB.pdf](#)

VII. Informational

VIII. Adjourn

There being no further business to come before the board, the meeting was adjourned at 2:30 PM by President Scott Prusia.