



June Lodging Tax Board Minutes

Go Goshen

Tuesday, June 18, 2024 at 1:30 PM MDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Gary Olson, Scott Prusia, Konne Rife, Julianne Rogers, Geri Zeimens

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

Staff: Brayden Connour, Moriah Harkins

Absent:

Members: Diane Humphrey, Bob Oaks

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 May Meeting Minutes

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

Motion:

Approval of the May 21, 2024 Meeting Minutes with corrections.

Motion moved by Konne Rife and motion seconded by Julianne Rogers. 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 remains in strong cash position and approaches the end of the fiscal year.

 [LTB May Financials 2024.pdf](#)

Motion:

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

Motion moved by Julianne Rogers and motion seconded by Geri Zeimens. 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.pdf](#)

V. Old Business

A. International Roundup

Moriah Harkins present her report on the International Roundup in Casper.

 [International Roundup Report 2024.pdf](#)

VI. New Business

A. Request - National Mormon Trails

Moriah Harkins presented a proposal from the National Mormon Trails Association for Goshen County to be included in The National Mormon Trails Auto Tour program. The proposed amount of \$1,100 will help fund a portion of the brochure development, design, printing, shipping, webpage design, programming of partner content, and optimization. Goshen County's pioneer attractions and historic sites, and leading visitor attractions will be promoted with text descriptions and photography in the new National Mormon Trails Auto Tour brochure and webpage. The brochure and website will recognize your partnership and include your website URL. Go Goshen County Tourism will receive a mutually agreed quantity of this new brochure for your own distribution. Additional distribution will include State Welcome Centers, State Parks, LDS Church members, and other program partners. The brochure's internet version on the Mormon Trails program's website will include multiple links to your website.

 [NMTA Cover Letter .pdf](#)

 [NMTA WY Go Goshen Proposal.pdf](#)

Motion:

Motion to approve the request to fund the enroute brochure that will be distributed to visitors in the states along the Mormon Pioneer National Historic Trail and Mormon Battalion Trail.

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

B. Stickers for Fort Laramie National Historic Site

Moriah Harkins requested funding for stickers to be distributed at the Fort Laramie National Historic Site and other tourist locations for free to promote Goshen County sites. Moriah will bring a more detailed proposal to the board at a later meeting.

C. Tourism Ad Creative

Moriah Harkins presented the West Edge proposal for the Pinterest Campaign and updated tourism landing page on gogoshen.com.

 [West Edge Tourism Ad Creative Proposal.pdf](#)

D. Local's Guide

Moriah Harkins presented the final draft of the Local's Guide to be printed and to be available digitally on the website.

 [Goshen Local's Guide.pdf](#)

VII. Informational

VIII. Adjourn

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