



March Lodging Tax Board Minutes

Go Goshen

Mar 19, 2024 at 1:30 PM MDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Dan Ellis, Bob Oaks, Scott Prusia, Konne Rife, Julianne Rogers

Guests: Glenn Gardner (remote)

Staff: Brayden Connour, Moriah Harkins

Absent:

Members: Diane Humphrey, Gary Olson, Geri Zeimens

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 February Meeting Minutes

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

Motion:

Approval of the February Meeting Minutes

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

III. Approval of the Financials

President Scott Prusia presented the balance sheet, profit & loss, and the transaction by detail report. Highlights include: The Certificate of Deposit was renewed at Platte Valley Bank. We are expending funds we earned last year.

 [LTB February 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 Bob Oaks. Lodging tax is collected from the transient guest by the lodging property and remitted to the Wyoming Department of Revenue. ○ The first year a county, city or town institutes the lodging tax, the State keeps a 2% administrative fee. W.S. 39-15-211(a)(ii)(A) ○ Each year after that the State keeps a 1% administrative fee. W.S. 39-15-211(a)(ii)(A) ○ The remaining lodging tax revenues are distributed monthly to the county, city or town treasurer. W.S.

39-15-211(a)(ii)(B) ○ The county, city or town must spend at least 90% of the money for travel and tourism promotion. If there is money remaining, up to 10% can be put into the general fund of the county, city or town. W.S. 39-15-211(a)(ii)(B)(I,II) BUT, that can be changed if your city and county governing bodies agree to put 100% of the tax into your Joint Powers Board. See W.S. 16-1-105.

IV. Lodging Tax Reports

A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.docx](#)

V. Old Business

A. Lodging Tax Board Manual

The board discussed the amount of Lodging Tax that is allocated to the county. The board wants to follow up with the department on revenue. Moriah Harkins provided the Wyoming Tourism Industry Coalition Manual that provides guidelines for Wyoming Lodging Tax Boards. "Lodging tax is collected from the transient guest by the lodging property and remitted to the Wyoming Department of Revenue.

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 [WTIC Handbook.pdf](#)

B. Wyoming Governor's Hospitality & Tourism Convention Report

Moriah Harkins provided a report on the Wyoming Governor's Conference. Highlights included: Moriah spoke about the DMO roles in destination marketing and how the industry is changing. Top strategies for DMOs that are trends for this year. Key Performance Indicators for DMOs that will help the entity measure success.

 [Wyoming Governor's Conference.docx](#)

C. Destination Funding Alternatives

Moriah Harkins proposed her recommendations for the remaining Destination Development Funds. The recommendations include a Tourism/Relocation Guide and a new designed tourism brochure.

 [Goshen County Destination Development Tracking Sheet.pdf](#)

Motion:

Motion to approve the Destination Development fund allocation as presented by Moriah Harkins.

Approved unanimously.

D. Goshen County Tourism Promotion Grant

Moriah Harkins presented the proposed application for the next fiscal year, which the board discussed. Moriah Harkins' considerations for the board on the event advertising grant were that the application should focus on gathering more data from the applicants, the board should consider capped funding for advertising events, and funding for three years.

 [Goshen County Tourism Promotion Grant.pdf](#)

VI. New Business

A. WTHC Tourism Conference RFP

Brayden Connour spoke about the request for proposal that he submitted for the Wyoming Tourism and Hospitality Coalition Conference this fall. We should have an answer at the end of April if accepted.

VII. Informational

VIII. Adjourn

There being no further business to come before the board, the meeting was adjourned at 2:33 PM by President Scott Prusia.