



May Lodging Tax Board Minutes

Go Goshen

Tuesday, May 21, 2024 at 1:30 PM MDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Dan Ellis, Diane Humphrey, Gary Olson, Scott Prusia, Konne Rife, Geri Zeimens

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

Staff: Brayden Connour, Moriah Harkins

Absent:

Members: Bob Oaks, Julianne Rogers

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 April Meeting Minutes

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

Motion:

Approval of the April 16, 2024 Meeting Minutes with corrections.

Motion moved by Gary Olson. 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 April 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](#)

B. Goshen County Lodging Tax Quarterly Report

Moriah Harkins Presented the Goshen County Q1 report submitted to the board from the Wyoming Office of Tourism. Highlights include that the County Leisure & Hospitality tax collections are down from Q1 of last year. Gas & Service Stations remain Goshen County's top out-of-state spenders followed by Food and Accommodations, respectively. Top State of Visitor Origin is Nebraska then Colorado.

 [Goshen County Q1 2024.pdf](#)

V. Amended Budget

The board needs a motion to approve the amended budget

 [Preliminary Budget Worksheet 2024.pdf](#)

Motion:

Be it resolved that the Goshen County Tourism Promotion Joint Powers Board approve the amended budget for \$190,000 for the year ending 6/30/2024.

Motion moved by Konne Rife and motion seconded by Dan Ellis. Approved unanimously.

VI. Preliminary Budget

The board needs a motion to approve budgeted amount (total expenditures)

A. Public Comment

The floor was opened to public comment by Scott Prusia at 1:40 PM. There was no public comments to come before the board. The public comment period was closed at 1:50 PM.

B. Board Decision

The board reviewed the Preliminary Budget for FY 2025 and discussion ensued.

Motion:

Motion to approve \$199,200 for the FY 2025 Goshen County Tourism Promotion Joint Powers Board Budget

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

VII. Old Business

A. Sponsorship Request - WJRA Sponsorship

The board discussed being a sponsor of the Wyoming Junior Rodeo Association event in Torrington.

 [pdf- 2024 wjra sponsorship form - google docs.pdf](#)

B. Letter from Goshen County Quilters

 [LTB Letter from Goshen County Quilters.pdf](#)

C. Gracie's Promise Application

Geri is presenting the Gracies Application. The event will be at the Ziemens residents and display her vintage jewelry, vintage doll collection, and more. They will serve a meal for the attendees. Gracie's Promise will be charging admission at the door. All proceeds go to Gracie's Promise. Certain percentage of vendor profits will also be donated to Gracie's Promise. Geri left the room for board discussion and decision.

 [Gracie's Promise LTB Application FY 23.pdf](#)

Motion:

Motion to approved partial funding of the Gracie's Promise Timeless Treasures Event for the amount of \$1250.

The vote resulted in 3 members in favor, and 2 members opposed. Geri Zeimens abstained. Motion carried.

D. Lodging Tax Board Campaign Funding

The board discussed funding for the upcoming Lodging Tax renewal campaign.

VIII. New Business

A. Donate Travel Storys Kiosks to Torrington Workforce Center

The board discussed donating the kiosks that can no long be used for Travel Storys to the Torrington Workforce Center.

Motion:

Motion to approve the donation of the Travel Storys kiosks to the Torrington Workforce Center.

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

IX. Informational

X. Adjourn

There being no further business to come before the board, the meeting was adjourned at 2:40 PM by President Scott Prusia.