



November Lodging Tax Board Minutes

Go Goshen

11/19/2024 1:30 PMMST

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Scott Prusia, Geri Zeimens, Diane Humphrey, Bob Oaks, Julianne Rogers, David Saul, Konne Rife

Staff: Moriah Harkins, Brian Young

Absent:

Members: Gary Olson

Guests: Glenn Gardner - Wyoming Office of Tourism

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

President Scott Prusia called the Lodging Tax Board meeting to order at 1:32 PM.

II. Approval of the October Meeting Minutes

Moriah Harkins presented the minutes from the October 15, 2024 meeting to the board for review. The board members were given an opportunity to discuss any corrections or amendments.

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

Motion:

Approval of the October 15, 2024 meeting minutes as presented.

Motion moved by Diane Humphrey and motion seconded by David Saul. Approved unanimously.

III. Approval of the Financials

In the absence of Treasurer Gary Olson, President Scott Prusia presented financial reports for October. The report included the balance sheet, profit & loss, and the transaction by detail report. Goshen County Lodging Tax remains in strong cash position.

 [LTB October Financials 2024.pdf](#)

Motion:

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

Motion moved by Geri Zeimens and motion seconded by Diane Humphrey. Approved unanimously.

IV. Lodging Tax Reports

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.

A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.pdf](#)

V. Grant Report

A. Yee Haw Daze

The board reviewed the final report for the 10th anniversary of Yee Haw Daze. The event, held over two days, drew an estimated 1,300-1,400 attendees. It was reported that 13 vendors stayed in Torrington hotels during the event, contributing to local lodging revenues. The total expenditures for the event amounted to \$5,040, with \$2,463.18 allocated specifically to marketing efforts.

 [Yee Haw Daze Final Report 2024.pdf](#)

Motion:

A motion was made to approve Yee Haw Daze event final report, and award the full amount requested of \$2463.18.

Motion moved by Geri Zeimens and motion seconded by Diane Humphrey.
Approved unanimously.

B. Gracie's Promise - Simple Treasures

Gracie's Promise submitted a final report for their event "Timeless Treasures & Simple Pleasures: A Fall Garden Party with Vintage Charm." It was held at a board member's house, which contained antiques, collectables, and artistic and historic items. The total expenses for the event were \$2450, and the total requested amount for marketing was \$1250.

 [Gracie's Promise LTB Final Report.pdf](#)

Motion:

A motion was made to approved the Gracie's Promise "Timeless Treasures & Simple Pleasures" event final report, and award full amount requested \$1250.

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

VI. Old Business

A. Bylaws

The board was presented with the new proposed bylaws. Discussion ensued.

Motion:

A motion was made to approve the proposed bylaws as presented.

Motion moved by David Saul and motion seconded by Bob Oaks. Approved unanimously.

VII. New Business

A. Visitor Swag

Moriah Harkins presented the board with suggested items to be purchased to be handed out to visitors that have the Go Goshen logo and website. The total amount of the swag equaled \$3941 not including freight and tax.

 [Visitor Swag.pdf](#)

Motion:

A motion was made to approve the purchase of the items for tourism promotion at \$3941 plus freight and sales tax.

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

VIII. Informational

IX. Adjournment

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