



October Lodging Tax Board Minutes

Go Goshen

10/15/2024 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Diane Humphrey (remote), Gary Olson, Scott Prusia, Julianne Rogers, David Saul

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

Staff: Moriah Harkins, Brian Young

Absent:

Members: Bob Oaks, Konnie Rife, Geri Zeimens

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

President Scott Prusia called the Lodging Tax Board meeting to order at 1:35 PM.

II. Introductions

A. Welcoming new board member representing Lingle - David Saul

President Scott Prusia introduced David Saul as the new board member representing the Town of Lingle.

III. Approval of the September Meeting Minutes

Moriah Harkins presented the minutes from the September 17, 2024 meeting to the board for review. The board members were given an opportunity to discuss any corrections or amendments.

 [2025 September Lodging Tax Board Minutes.pdf](#)

Motion:

Approval of the September 17, 2024 meeting minutes as presented.

Motion moved by Gary Olson and motion seconded by Julianne Rogers.

Approved unanimously.

IV. Approval of the Financials

President Scott Prusia presented financial reports for both July and August. 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 Diane Humphrey and motion seconded by Julianne Rogers.
Approved unanimously.

V. 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](#)

VI. Election of Officers

The board discussed the continuation of current officers for another year, with re-election scheduled for May 2025. A motion was made to extend the terms of all current officers, except for the Treasurer position, through May 2025. After a brief discussion, **Scott Prusia** was re-elected as Chairperson, **Geri Zeimens** was re-elected as Vice Chairperson, and **Julianne Rogers** was re-elected as Secretary. For the Treasurer position, **Gary Olson** was nominated and elected as the new Treasurer. The board also approved that **Gary Olson** be added as an authorized signer for all bank accounts and checks, replacing the previous Treasurer.

Motion:

A motion to elect **Scott Prusia** as Chairperson, **Geri Zeimens** as Vice Chairperson, **Julianne Rogers** as Secretary, and **Gary Olson** as Treasurer, with terms continuing until May 2025, and to add **Gary Olson** as a signer on bank accounts and checks, was seconded and unanimously approved.

Approved unanimously.

VII. Old Business

A. Lodging Tax Board Campaign

Scott Prusia informed the board of his plans to attend all the upcoming municipality council meetings within the county. His goal is to promote the importance of the Lodging Tax and educate local officials about how it benefits the community by supporting tourism initiatives. The board expressed their support for this effort and discussed potential talking points and strategies to ensure a successful outreach.

B. Bylaws

The board discussed the need to update the current bylaws to align with the Lodging Tax Board Manual. It was noted that **Section 5: Proxies** should be removed, as proxies are not permitted under the manual. Additionally, the board proposed an amendment to include provisions allowing board members to attend meetings electronically. The amendment would grant remote attendees the right to vote through electronic means during meetings.

 [GCTP-JPB bylaws - Signed.pdf](#)

VIII. New Business

A. America Journal

The board was presented with a proposal to place an advertisement in the **America Journal**, a prominent German travel magazine. The purpose of the ad would be to promote Goshen County as a destination for international travelers, specifically targeting the European market. After reviewing the proposal, the board suggested utilizing funds from the **Destination Development Grant** to cover the cost of the advertisement.

 [AMERICA Journal Rocky Mountain rates 2024 \(002\).pdf](#)

Motion:

A motion was made to approve the use of Destination Development Grant funds for the advertisement in America Journal.

Motion moved by Gary Olson. Approved unanimously.

B. Update Grant Application

The board reviewed the proposed changes to the Tourism Promotion grant application. After a thorough discussion, the board decided to turn down the proposed changes, citing concerns that the revisions did not align with the grant's current goals and structure. The board requested that the application be reverted to its original format.

Moriah Harkins will remove the proposed changes and update the application accordingly. The revised version will be presented at the next meeting in November for final approval.

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

IX. Informational

X. Adjournment

There being no further business to come before the board, the meeting was adjourned at 2:41 PM by President Scott Prusia.