



April Lodging Tax Board Minutes

Go Goshen
4/8/2025 1:30 AMMDT
@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

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

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

Staff: Moriah Harkins, Brian Young

Absent:

Members: LaGrange Representative - Not Assigned, Bob Oaks

Guests: Yee Haw Daze Representation

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

Chairperson Scott Prusia called the meeting to order at 1:30 PM.

II. Approval of the March Minutes

Moriah Harkins presented the minutes from the March 11, 2025, meeting to the board for review. The board members were given an opportunity to discuss any corrections or amendments.

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

Motion:

Motion to approve the March 11, 2025, meeting minutes as presented.

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

III. Approval of the Financials

The board reviewed the balance sheet, P&L, and transaction history. The board discussed inconsistencies in tax deposits and timing, suggesting the state may be two months behind in remitting funds. A question was raised about whether the state's Department of Revenue reports lodging tax figures before or after the county takes its 10% share. It was also mentioned that the board is nearly at budget with three months remaining in the fiscal year. Although grant expenses are recorded, no grant income has been received yet, as the application still needs to be submitted for the \$30,000 tourism grant.

 [LTB March Financials 2025.pdf](#)

Motion:

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

Motion moved by Konne Rife and motion seconded by Dave Saul. Approved Unanimously.

IV. Lodging Tax Reports

A. Goshen County Lodging Tax Graph

The lodging tax deposit for March was \$11,218, while February's was \$3,972. The Department of Revenue indicates different numbers. The board discussed inconsistencies in tax deposits and timing.

B. Marketing Report

Moriah Harkins shared an update from Madden Media. Google campaigns continue to perform well, with strong duration metrics. Meta (Facebook/Instagram) campaigns show lower engagement, but it was explained that this is typical due to user behavior. Bryan Young confirmed this with a marketing partner in Cheyenne. Traffic to the "Visit" pages is substantial, supporting the idea that advertising dollars are well spent. West Edge Collective, Go Goshen's Economic Development contractor, noted that top-visited pages were tourism-related, reinforcing the effectiveness of current efforts. Go Goshen is undergoing a strategic planning process with a consultant working with Cheyenne Leads. Moriah Harkins noted that the last strategic plan for the Lodging Tax Board was developed in 2016 and has been largely completed. A new strategic plan will incorporate tourism-related data and strategy from Go Goshen.

 [SEM Goshen County, WY Madden Voyage February 2025.pdf](#)

V. Grant Applications

A. Yee Haw Daze

Lori Shafer submitted a grant application for the Yee Haw Daze event. The amount requested has been reduced compared to last year. Discussion ensued. The board agreed that treating this as a sponsorship would be more appropriate.

 [LTB Grant Application - Yee Haw Daze 2025.pdf](#)

Motion:

Motion to deny the grant application and instead encourage that they submit a sponsorship request.

Motion moved by Julianne Rogers and motion seconded by David Saul.
Motion carried unanimously.

VI. Sponsorship Applications

A. Torrington Wyoming Junior Rodeo Association

The Junior Rodeo Association applied for a \$999 sponsorship. The board agreed to round this to \$1,000. Board members discussed the high tourism value of rodeo events. EWC Rodeo was noted as particularly successful in bringing in outside visitors.

 [Wyoming Junior Rodeo Torrington - Sponsor.pdf](#)

Motion:

Motion to approve \$1,000 sponsorship for the Torrington Wyoming Junior Rodeo Association.

Motion moved by Geri Zeimens and motion seconded by Julianne Rogers.
Motion carried unanimously.

VII. Old Business

A. Joint Powers Board Agreement

Moriah Harkins shared that the required oath of office from the Joint Powers Board Agreement will be notarized and kept at the Goshen County Clerk's office.

 [OATH OF OFFICE spec dist.pdf](#)

B. Bylaws

The agreement has been updated to align bylaws with Joint Powers Board terms, including changing board member terms from two to three years.

 [GCTP-JPB bylaws 2025 revised.pdf](#)

Motion:

Motion to approve amended bylaws to reflect the Board Member terms to be the same as the Goshen County Joint Powers Board Agreement.

Motion moved by David Saul and motion seconded by Gary Olson. Motion carried unanimously.

VIII. New Business

A. Photography and Videography Assets for Goshen County

Moriah Harkins proposed developing an (Request for Proposal) RFP for updated photography and videography of Goshen County's tourism assets. Current online photos are outdated or user-submitted and often of low quality. She suggested hiring local professionals to capture assets like the golf course, Wildlife Management Areas, and restaurants.

IX. Informational

A. Site Tour: 66 Mountain Retreat & Grassy Knoll Enterprises

Scott Prusia invited board members to tour 66 Mountain Retreat & Grassy Knoll Enterprises, a high-end shooting and lodging facility near LaGrange. The tour was scheduled for **Thursday, April 10th, at 9:45 AM, and we were meeting at The Emporium in Hawk Springs**. Board members expressed interest in partnering with the venue to support tourism.

B. Community Updates

- The local gaming venue is undergoing a major expansion, with revenue well exceeding projections.

- Discussions were held about trends in tourism, including visitors from Cheyenne choosing to golf in Goshen County due to lower prices and better access.

X. Adjournment

There being no further business to come before the board, the meeting was adjourned at 2:30 PM by President Scott Prusia.