



# February Lodging Tax Board Minutes

Go Goshen

2/11/2025 1:30 PMMST

@ 110 W 22nd Ave, Torrington, WY 82240

## **Attendance**

### **Present:**

Members: Bob Oaks, Gary Olson (remote), Scott Prusia, Konne Rife, Julianne Rogers, Geri Zeimens

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

Staff: Moriah Harkins, Brian Young

### **Absent:**

Members: David Saul, LaGrange Representative - Vacant

#### I. Call Meeting to Order

Chair Scott Prusia called the Lodging Tax Board meeting to order at 1:30 PM.

#### II. Approval of the December and January Meeting Minutes

Moriah Harkins presented the minutes from the January 14, 2025 meeting and the minutes for the December 17, 2024 to the board for review. The board members were given an opportunity to discuss any corrections or amendments.

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

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

### **Motion:**

Approval of the January 14, 2025, meeting and the December 17, 2024, meeting minutes as presented.

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

#### III. Approval of the Financials

President Scott Prusia presented financial reports for February. The report included the balance sheet, profit & loss, and the transaction by detail report. Goshen County Lodging Tax remains in a strong cash position.

 [LTB January Financials 2025.pdf](#)

### **Motion:**

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

Motion moved by Bob Oaks and motion seconded by Julianne Rogers. Approved unanimously.

#### IV. Lodging Tax Reports

##### A. Goshen County Lodging Tax Graph

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.

 [Lodging Tax Update.pdf](#)

 [Goshen January Lodging Tax Receipts.pdf](#)

##### B. New Legislature

The board reviewed an article from *Cowboy State Daily* regarding the Wyoming Tourism & Hospitality Coalition's (WTHC) legislative efforts. The article highlighted key advocacy priorities for the tourism industry as the new legislative session begins. Discussion focused on how these legislative actions could impact tourism funding, lodging tax allocations, and economic development initiatives in Goshen County.

 [WTHC Leg Cowboy State Daily Article.pdf](#)

#### V. Old Business

##### A. Wyoming Hospitality and Tourism Governor's Conference

Moriah Harkins provided the board with a report on her attendance at the Wyoming Governor's Hospitality & Tourism Convention held on January 27–28, 2025. The convention featured industry leaders discussing trends, legislative updates, and marketing strategies to strengthen tourism efforts in Wyoming. A Legislative Update provided insight into potential impacts on lodging tax allocations, and a session on AI in Destination Marketing explored how data analytics and predictive insights can enhance outreach. Recommendations for Goshen County include leveraging Brand USA partnerships, enhancing digital marketing strategies, utilizing AI tools, and staying engaged with legislative updates to ensure compliance and maximize funding opportunities.

 [Wyoming Governor's Hospitality & Tourism Convention Report January 2025.pdf](#)

##### B. Joint Powers Board Agreement

The board reviewed the Joint Powers Board Agreement, which outlines the Tourism Promotion Joint Powers Board's structure, responsibilities, and governance. Discussion focused on ensuring the agreement aligns with current board operations and statutory requirements. A key issue identified was the provision stating that a Wyoming Office of Tourism representative must hold a voting seat, a requirement that has not been followed for several years. The board acknowledged the need to address this inconsistency and determine the next steps for compliance.

President Scott Prusia requested that staff email all board members the Joint Powers Board Agreement and bylaws for further review. The board agreed to revisit this topic in a future meeting to discuss potential amendments or adjustments to ensure alignment with current practices and legal requirements.

 [Jt powers board agreement.pdf](#)

C. Bylaws


The board reviewed the current bylaws to ensure they align with the Joint Powers Board Agreement governing the Tourism Promotion Joint Powers Board.

 [GCTP-JPB bylaws 2024.pdf](#)

VI. New Business

A. Meeting with Young Strategies Marketing

The board reviewed updates from the marketing meeting with Young Strategies, where discussions focused on enhancing regional tourism efforts through strategic partnerships. A key initiative includes working with Snowday Agency to collaborate with Platte County on a "26 Things to Do on Route 26" campaign. This campaign aims to promote Route 26 as a scenic and cultural corridor, highlighting key attractions along the route with visual deliverables and marketing assets to enhance visitor engagement.

 [Destination Marketing Strategy Meeting with Young Strategies January 2025.pdf](#)

VII. Informational

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