



January Lodging Tax Board Minutes

Go Goshen

1/14/2025 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

Staff: Moriah Harkins, Brian Young

Absent:

Members: Diane Humphrey, David Saul

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

II. Approval of the December Meeting Minutes

Moriah Harkins presented the minutes from the December 17, 2024 meeting 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](#)

Motion:

A motion was made to approve the minutes from the December 17, 2024, meeting, with the correction to include the motions that were not originally added. The board requested that the corrected minutes be updated and presented for final approval at the January meeting.

Motion moved by Geri Zeimens and motion seconded by Konne Rife. Approved unanimously.

III. Approval of the Financials

President Scott Prusia presented the financial report for the Lodging Tax Board. He noted that the board is currently in a strong financial position, with stable revenues and careful management of expenditures. The report included the balance sheet, profit and loss statement, and the transaction by detail report.

 [LTB December 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 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](#)

V. Old Business

A. Revisit LTB Application for Next Grant Cycle

The board discussed the process for approving sponsorships under the Goshen County Tourism Promotion Grant. It was decided that an application process would be implemented for all sponsorship requests exceeding \$1,000 to ensure consistency and thorough evaluation. Sponsorships below \$1,000 will not require an application and can be brought directly before the board for review and approval. Staff will draft an application form for sponsorships above \$1,000 and present it to the board for review.

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

B. Joint Powers Board Agreement

The board reviewed the Joint Powers Board Agreement and noted that it specifies that a Wyoming Office of Tourism representative must have a voting seat on the board, a practice that has not been followed for several years. President Scott Prusia requested that staff email the agreement and the bylaws to all board members for further consideration and review. The board agreed that this matter needs more discussion to ensure compliance with the agreement.

VI. New Business

A. Refresh Strategic Plan

Moriah Harkins presented the Strategic Plan for 2020, requesting feedback on key areas the board should prioritize in their marketing efforts. She emphasized the importance of aligning the plan with the board's goals and sought input on potential adjustments or areas of focus. Moriah informed the board that she would be taking the Strategic Plan to the Young Strategies meeting during the Wyoming Governor's Conference and wanted to ensure the plan reflects the board's perspectives before presenting it at the meeting.

 [Strategic Plan 2020-2.pdf](#)

VII. Informational

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