



# July Lodging Tax Board Meeting Minutes

Go Goshen

7/8/2025 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

## **Attendance**

### **Present:**

Members: Gary Olson, Scott Prusia, Julianne Rogers, La Grange Representation - Town Clerk  
Cathy Stoddard (remote), Geri Zeimens

Guests: Sherrie Peif - Scottsbluff Valley Street Rods

Staff: Moriah Harkins, Brian Young

### **Absent:**

Members: Bob Oaks, Konne Rife, David Saul

#### I. Call Meeting to Order

The meeting was called to order by President Scott Prusia at 1:33 PM.

#### II. Approval of the Meeting Minutes

The Board reviewed the minutes from the June 10, 2025, meeting.

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

#### **Motion:**

Motion to approve the minutes of the June 10, 2025, meeting.

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

#### III. Approval of the Financials

The financial report was presented for Board review. It was noted that although the current cash position appeared strong, it included \$30,000 in grant funds, of which approximately \$10,000 had already been spent. After adjusting for those obligations, the available cash balance was approximately \$71,000. The profit and loss statement was found to be in order, with one exception. The line item for Tourism Brand Management, which reflects payments to Go Goshen, showed a \$4,000 shortfall. This discrepancy was attributed to the timing of billing and is expected to be resolved once accrual adjustments are made. The report was printed on June 26 and may not reflect final end-of-month totals. A motion to approve the financial report was made and seconded.

 [LTB July Financials 2025.pdf](#)

#### **Motion:**

Motion to approve the June Financial Report as presented by President Scott Prusia.

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

#### IV. Lodging Tax Reports

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

A Lodging Tax Update chart was presented, comparing the lodging tax rates, sales tax rates, and total combined tax rates for all 23 counties in Wyoming. The diagram illustrates how each county structures its tax rates on lodging and provides a clear snapshot of where Goshen County stands about others across the state.

#### V. Grant Applications

##### A. Scottsbluff Valley Street Rods - Cars on Main - September 13th

The Board heard a grant request from Sherrie Peif, representing the Scottsbluff Valley Street Rods Club, for \$1,500 in funding to support advertising for the upcoming “Classic Cars on Main” event, scheduled for September 13, 2025. Sherry described the growth of the event in recent years and explained how the club is working to gradually transition its name and branding to represent Goshen County better while maintaining historical recognition. The car show has grown significantly, drawing participants from Wyoming, Nebraska, Colorado, South Dakota, and Kansas. In addition to showcasing vehicles, the event offers live music, food trucks, kids’ activities, and increased foot traffic for downtown businesses. Sherry emphasized the effectiveness of Facebook advertising and shared that the club plans to adjust its media plan away from cost-prohibitive digital outlets like Cowboy State Daily and the Colorado Sun, instead seeking more affordable print and radio options.

 [Scottsbluff Valley Street Rods - Cars on Main App.pdf](#)

**Motion:**

Motion to approve the grant request from Scottsbluff Valley Street Rods for the full amount of \$1,500 in support of the Classic Cars on Main event.

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

#### VI. Old Business

##### A. Budget

The Chairperson opened the floor for public comment on the proposed fiscal year 2025–2026 budget.

 [Goshen County Tourism Joint Powers Board 6-16-25 Final Budget.pdf](#)

**Motion:**

A motion was made and seconded to approve the final budget for the fiscal year beginning July 1, 2025, and ending June 30, 2026.

Motion moved by Gary Olson and motion seconded by Julianne Rogers.  
The motion passed unanimously.

VII. Public Comment on Budget

No members of the public were present, and no comment was offered.

VIII. New Business

A. Town of Fort Laramie Sponsorship for Centennial

The Board reviewed a sponsorship request from the Town of Fort Laramie, which is planning a centennial celebration. The request sought \$1,000 in funding to support activities such as a dunk tank, bounce house, and supplies for children's games.

 [Town of Fort Laramie 100th - Sponsorship.pdf](#)

**Motion:**

A motion to approve the \$1,000 sponsorship for the Town of Fort Laramie Centennial Event.

Motion moved by Gary Olson and motion seconded by Geri Zeimens. The motion passed unanimously.

B. Wyoming Marketing Co-ops - Due July 11

Moriah Harkins presented a list of proposed marketing co-op opportunities available through the Wyoming Office of Tourism. The proposed mix included paid social media, social media remarketing, SEO-optimized website content, search engine marketing (SEM), and a 360-degree video capture. The total partner cost for the co-ops was \$15,650, but Moriah recommended covering the \$2,625 video capture expense using grant funds, which would reduce the impact on the advertising budget to \$13,025. The Board discussed the value of these co-ops, especially given that the state covers 50% of the cost.

 [FY26 Co-op Program Selections for Goshen County.pdf](#)

**Motion:**

A motion was made and seconded to approve \$13,025 in co-op spending from the advertising budget and to fund the video capture through the tourism grant.

Motion moved by Geri Zeimens and motion seconded by Gary Olson. The motion passed unanimously.

C. Homesteaders Museum Request

The board discussed providing assistance in hiring a staff member for the Homesteaders Museum/Visitor Center. Although no formal action was taken, the Board agreed to explore this direction further and revisit the discussion in upcoming meetings.

## IX. Informational

Board members discussed opportunities for additional signage and wayfinding improvements, particularly near Cold Springs and downtown Torrington. Moriah Harkins indicated that some funding may be available through current grants or a small wayfinding budget. The Board agreed to place this topic on the agenda for the next meeting to explore options for directional signs that support tourism-related traffic and promote downtown businesses.

Also, it was noted that future grant applicants should be reminded to include local advertising outlets such as KGOS or the Telegram to ensure compliance with the 90/10 rule (90% of marketing dollars spent outside the area and 10% within). The Board expressed interest in maintaining support for local media and asked that this feedback be shared with applicants.

Before adjournment, the Board thanked Kathy for attending and helping establish quorum. The Chairperson also highlighted the upcoming 250th anniversary of the United States and noted that South Dakota and the Black Hills region are actively positioning themselves as a central host location for national events. The Board briefly discussed coordinating with existing community events and brainstorming ideas for how Goshen County might participate.

## X. Adjournment

There being no further business, President Scott Prusia adjourned the meeting at 2:35 PM.