



June Lodging Tax Board Meeting Minutes

Go Goshen

6/10/2025 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

Members: Bob Oaks, Gary Olson, Scott Prusia, Konne Rife, Geri Zeimens

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

Staff: Moriah Harkins

Absent:

Members: LaGrange Representative, Julianne Rogers, David Saul

I. Call Meeting to Order

The meeting was called to order by President Scott Prusia at 1:28 PM.

II. Approval of the Meeting Minutes

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

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

Motion:

Motion to approve the June 10, 2025, meeting minutes as presented.

Motion moved by Gary Olson and motion seconded by Bob Oaks. Approved Unanimously.

III. Approval of the Financials

Scott Prusia presented the financial report. The board remains in a strong financial position. The report included a balance sheet, profit & loss, and transaction detail.

 [LTB June Financials 2025.pdf](#)

Motion:

A motion to approve the financials as presented.

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

IV. Lodging Tax Reports

The Goshen County Lodging Tax graph was presented, showing steady tax collections and strong travel activity. The board also reviewed the ¼ Cent Sales Tax Economic Impact Summary, noting its effectiveness in demonstrating return on investment from funded projects.

A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.pdf](#)

B. 1/4 Cent Sales Tax Economic Impact

 [goshen-county-sales-tax.pdf](#)

V. Old Business

A. Photographer RFP

The board discussed the recent release of the photographer RFP, which is seeking local photographers to support tourism and marketing campaigns.

 [Photographer Request for Proposal.pdf](#)

 [Goshen County Tourism Photographer Application.pdf](#)

VI. New Business

A. Budget Adjustments

The board approved reallocating funds to support marketing efforts related to the America 250th celebration, including event promotion, branding assets, and tourism storytelling.

 [LTB Budget Worksheet 2025-26.pdf](#)

Motion:

Motion to approve the adjustments for the preliminary budget to account for the America 250th Celebration in 2026.

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

Motion passed unanimously.

B. Wyoming Livestock Roundup

Moriah Harkins presented a recommendation to purchase a Pony Page ad in the Wyoming Livestock Roundup's winter issue, which will feature Goshen County. The board approved the ad buy at \$680.

 [2025 Official Wyoming State Fair & Rodeo Guide Rate Sheet.pdf](#)

Motion:

Motion to approve an advertisement buy for a half-page in the Wyoming Livestock Roundup for \$680.

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

C. NationalParkTrips.com

The board discussed the renewal of the Yellowstone Parks Trips campaign. The program continues to drive traffic to the Go Goshen website by targeting travelers en route to Yellowstone National Park. The board decided not to pay for the extra promotion.

 [Yellowstoneparktrips.com promotion.pdf](#)

D. Reprinting Local Guides, Brochures, and Post Cards

The board reviewed the need to replenish printed tourism materials for the upcoming travel season. This included the reprinting of **500 Local Guides** (\$3,540), **1,500 brochures** (\$494.90), and **800 postcards** (\$260.96). These materials will be used at the **Visitors Center**, distributed to local businesses, and shared at regional promotional events to support Goshen County tourism outreach.

Motion:

Motion to reprint the Local Guides, brochures, and postcards with the prices presented and also accounting for tax and freight.

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

VII. Informational

VIII. Adjournment

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