



March Lodging Tax Board Minutes

Go Goshen

3/11/2025 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

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

Guests: Glenn Gardner - Wyoming Office of Tourism

Staff: Moriah Harkins, Brian Young

Absent:

Members: LaGrange Representative

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

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

II. Approval of the February Minutes

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

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

Motion:

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

Motion moved by Gary Olson 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 February 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 David Saul. 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](#)

B. Marketing Report

The Madden Voyage digital marketing campaign launched in January 2025 and is starting strong. The Google SEM campaign, which began on January 13, generated 579 clicks and 10,212 impressions with a click-through rate (CTR) of 5.67%. Top-performing keyword searches included “best things to do in Wyoming” and “best places to visit in Wyoming.” The Meta remarketing campaign, which began January 1, recorded 1,974 clicks and 180,713 impressions, with a CTR of 1.09%. Combined, the campaigns drove strong visibility and engagement for Goshen County tourism. Moriah Harkins presented examples of recent print advertisements placed to promote Goshen County Tourism. These ads were published in the Wyoming State Trap Shoot program book and the Wyoming State Firemen’s Association Conference program book. Both placements were selected to reach targeted audiences attending statewide events and to increase visibility for Goshen County as a travel destination.

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

 [Go Goshen Ads.pdf](#)

V. Old Business

A. Non-Profit Liability Insurance Renewal

The board approved the renewal of the non-profit liability insurance policy for another year. The total cost of the renewal was \$1,122.

Motion:

Motion to approve the renewal of the non-profit liability insurance policy for one year at the cost of \$1,122.

Motion moved by Konne Rife and motion seconded by Julianne Rogers. Approved Unanimously.

B. Joint Powers Board Agreement

The board reviewed the Joint Powers Board Agreement and discussed its current terms. It was requested that staff contact the courthouse to schedule the administration of oaths of office for board members.

 [Jt powers board agreement.pdf](#)

C. Bylaws

The board reviewed the current bylaws and discussed potential updates related to board membership. After discussion, the board agreed to align the bylaws with the Goshen County Tourism Promotion Joint Powers Board Agreement by copying the membership language directly. The adopted language states: “The term of each appointment shall be for three (3) years. Any vacancies for unexpired terms shall be filled by the governing body responsible for

the appointment. In the event that the governing body appoints a member to fulfill a vacancy, the appointee shall serve the same term of appointment as his/her predecessor. The governing bodies intend that any appointee shall serve a maximum of two consecutive terms. However, in the event the appointee is fulfilling a vacancy, the appointee may complete the term created by the vacancy and may then be appointed to two subsequent and consecutive terms. Thereafter the appointee must take one full term away from the Board before being considered for another appointment to the Board. Board members shall be required to take an oath of office similar in nature to the oath of office for elected officials in the State of Wyoming, and members of the Board may be removed by the governing bodies of the parties appointing them.”

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

D. Goshen County Lodging Tax Board Sponsorship Request Form

The board reviewed the new Goshen County Tourism Promotion Joint Powers Board Sponsorship Request Form. This form is intended for organizations and businesses seeking sponsorships under \$1,000 and provides a simplified process that does not require a formal grant application. Applicants are asked to provide details about their event or project, including how the funds will be used, expected attendance, and the anticipated benefit to Goshen County tourism. Completed forms are due the last Tuesday of the month and can be submitted by email or mail for board consideration.

 [Goshen County Lodging Tax Board Sponsorship Request Form.pdf](#)

VI. New Business

A. Order more Swag Bags

The board discussed the need to order more swag bags to distribute tourism information and promotional items. These bags will be used at the visitor center and provided to attendees at conferences and local events as a way to welcome visitors and promote Goshen County attractions and businesses. The approximate cost would be \$1300 for 1500 bags.

Motion:

Approve the purchase of additional swag bags, approximately \$1300 for 1500 bags, for use at the visitor center, conferences, and local events to promote Goshen County tourism.

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

B. New Member Board Packet

Moriah Harkins presented the updated New Board Member Packet, which provides a comprehensive overview of the responsibilities and structure of the Goshen County Tourism Promotion Joint Powers Board. The packet includes an introduction to the board’s mission, member expectations, funding processes, marketing initiatives, meeting procedures, and compliance guidelines. Additional documents to be included in the packet are the board’s bylaws, the Joint Powers Board Agreement, the Grant Application, and the Strategic Plan/Marketing Plan. The board also recommended that information be added about the required board member training offered by the Wyoming Association of Special Districts,

encouraging all members to complete the training to stay informed on governance best practices.

 [Goshen County Lodging Tax Board Book.pdf](#)

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.