



# May Lodging Tax Board Meeting Minutes

Go Goshen

5/13/2025 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: Ron Miller - Torrington Trap Club, Glenn Gardner - Wyoming Office of Tourism (remote)

Staff: Moriah Harkins

### Absent:

Members: LaGrange Rep - No Representation

Staff: Brian Young

#### I. Call Meeting to Order

The meeting was called to order by President Scott Prusia at 1:30 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.

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

#### Motion:

Motion to approve the April 8th, 2025, meeting minutes as presented.

Motion moved by Gary Olson and motion seconded by Konne Rife. Approved Unanimously.

#### III. Approval of the Financials

The board reviewed the balance sheet, P&L, and transaction history. The board discussed the lodging tax receipts totaling \$94,453 with two months remaining in the fiscal year.

 [LTB April Financials 2025.pdf](#)

#### IV. Board Officer Elections

Current officers were reelected for another one-year term:

- **President:** Scott Prusia
- **Vice President:** Geri Zeimens
- **Secretary/Treasurer:** Gary Olson

#### Motion:

Motion to retain current officers until May 2026.

Motion moved by Bob Oaks and motion seconded by Dave Saul. Approved Unanimously.

## V. Lodging Tax Reports

The board briefly reviewed the Goshen County Lodging Tax Graph. The board reviewed the economic impact report from the Wyoming Office of Tourism, highlighting Goshen County's direct travel spending at approximately \$25 million. The discussion included a performance analysis of hotels, short-term rentals, and restaurants.

### A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.pdf](#)

### B. Marketing Report

- Wyoming Tourism Economic Impact Report

 [Goshen County & Wyoming Economic Impact Report 2024.pdf](#)

## VI. Sponsorship Applications

### A. Yee Haw Daze

This two-day community celebration draws residents and visitors to downtown Torrington for vendors, food, and family-friendly activities.

 [Yee Haw Daze - Sponsorship 2025.pdf](#)

**Motion:**

Motion to award \$1000 to support Yee Haw Daze.

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

### B. Goshen Community Theatre

The Goshen County Theatre is having a fall Conference for theatres around Wyoming.

 [Goshen Community Theatre Conference -Sponsorship 2025.pdf](#)

**Motion:**

Motion to award \$1000 to Goshen County Theatre as a sponsor.

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

### C. Wyoming Junior Rodeo Association - June-July Rodeo

This youth rodeo series brings competitors and families from across the region for events that promote rodeo skills and sportsmanship.

 [Wyoming Junior Rodeo Torrington -June July Rodeo- Sponsorship 2025.pdf](#)

**Motion:**

Motion to pay \$1000 for a sponsorship to the Wyoming Junior Rodeo in Torrington.

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

D. LaGrange Mini Fair

A small-town summer fair that includes parades, games, food, and community activities for all ages.

 [La Grange Mini Fair - Sponsorship 2025.pdf](#)

**Motion:**

Motion to sponsor the LaGrange Mini Fair for \$350.

Motion moved by Gary Olson and motion seconded by Geri Zeimens. Approved Unanimously.

VII. Old Business

A. International Roundup Report

Moriah Harkins presented her report on the International Roundup Conference in Rapid City, SD. Geri Zeimens was also in attendance. Moriah and Geri represented Goshen County while meeting with approximately 48 international tour operators. Moriah will collect the information gathered during the conference and reach out to representatives and tour operators to build those relationships.

B. Torrington State Shoot Grant Revision

Ron Miller, representing the Torrington Trap Club, submitted a letter of revision to update the club's original grant application. The revised request was reviewed and approved, with a grant award totaling **\$11,467.90**, officially approved on **October 1, 2024**. The project is moving forward, and the club has noted an additional funding need of **\$1,773.78** to complete the initiative.

**Gary Olson exited the room during this discussion and did not participate in deliberations due to a conflict of interest.**

**Motion:**

A motion was made to approve the revised grant award of \$11,467.90 for the Torrington Trap Club, increasing the amount to \$ 13,241.68, which includes an additional \$ 1,773.78.

Motion moved by Bob Oaks and motion seconded by Geri Zeimens. Motion passed. Gary Olson abstained.

VIII. New Business

A. Proposed Budget

The board reviewed the preliminary budget figures provided by the State of Wyoming for the upcoming fiscal year. The review included an overview of anticipated lodging tax distributions and expected funding allocations that may impact tourism marketing and operations at the local level. Board members discussed potential adjustments to project planning and program priorities based on the preliminary estimates.

 [LTB Budget Preliminary Worksheet.pdf](#)

B. WOT Destination Optimization Co-op

The board discussed the **Destination Optimization Program**, an initiative designed to help destinations and local tourism organizations improve their organic visibility across major travel search platforms. Through this program, participants work directly with the Destination Optimization team to enhance how their communities are represented online, making it easier for potential visitors to discover accurate and compelling information.

Participants may choose to focus their efforts on optimizing their presence on **Google, TripAdvisor**, or by hosting an **In-Market Workshop** for local tourism-facing businesses. The program includes a three-part process: an **audit** of current digital listings, **activation** support to make updates and improvements, and ongoing **training and support** to maintain quality representation.

The total cost of the program is \$5,000, with the **Wyoming Office of Tourism contributing \$3,500** and the **local investment set at \$1,500**.

**Motion:**

Motion to approve the local investment of \$1,500 for the Destination Optimization Program.

Motion moved by Geri Zeimens and motion seconded by Julianne Rogers. Approved Unanimously.

C. Signage for Bus Tours/Visitors on Main Street

Moriah Harkins presented the board with a wayfinding signage project and was looking for permission to pursue it further. The board wanted Moriah to reach out to Torrington Main Street for possible partnership.

 [Hannibal CVB 4 FINAL poster panels \(1\).pdf](#)

D. Star Herald Discover Us Scottsbluff

Moriah Harkins presented the board with an advertising opportunity in the Star Herald Discover Us publication. The board decided to pass on this offer.

 [Star Herald Discover Us visitor's Guide.pdf](#)

IX. Informational

X. Adjournment

There being no further business to come before the board, the meeting was adjourned at 2:50 PM by President Scott Prusia.