



August Lodging Tax Board Meeting Minutes

Go Goshen

8/12/2025 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

Attendance

Present:

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

Guests: Glenn Gardner - Wyoming Office of Tourism

Staff: Moriah Harkins, Brian Young

Absent:

Members: LaGrange Representation, Julianne Rogers

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

The Board reviewed the minutes from the July 8, 2025, meeting.

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

Motion:

Motion to approve the July 8, 2025 meeting minutes.

Motion moved by Gary Olson and motion seconded by Konne Rife. Motion carried unanimously.

III. Approval of the Financials

President Scott Prusia presented the July financial report. The Board noted a strong cash position, along with the existing CD. A recent check to the Sportsman's Club reduced available cash. Lodging tax income for the month totaled \$6,366. Major expenditures included payments to Madden Media, Miles Partnership, and the brand management contract.

 [LTB July Financials 2025.pdf](#)

Motion:

Motion to approve the financial report as presented.

Motion moved by Bob Oaks and motion seconded by Geri Zeimens. Motion carried unanimously.

IV. Lodging Tax Reports

The Board reviewed the lodging tax graph provided by the Department of Revenue. July collections were strong, substantially higher than the prior four-year average, offering an encouraging start to the new fiscal year despite statewide declines in lodging and sales tax revenue.

A. Goshen County Lodging Tax Graph

 [Lodging Tax Update.pdf](#)

B. Wyoming Office of Tourism Quarterly Report

The Wyoming Office of Tourism quarterly report for Q2 2025 was presented. Local lodging tax revenue totaled **\$26,400, up from \$25,000 in Q1 2025**. Year-to-date, Goshen County's leisure and hospitality sales tax revenue stood at **\$439,157**, representing **0.9% of Wyoming's total**. Hotel and short-term rental data illustrated familiar seasonal spikes, with short-term rentals showing sharper increases during Q3.

Visitor spending insights showed that **22% of all tracked spending in Goshen County comes from visitors**. Of this, **99% of accommodation spending, 26% of restaurant spending, and 18% of retail spending** were attributable to visitors. Spending was split **60% out-of-state vs. 40% in-state**, with accommodation spending more heavily weighted to out-of-state visitors (61%). Demographic data revealed that **53% of visitors are aged 25–54, 46% report household incomes over \$100,000, and 36% have children in the household**. Top origin markets included **Colorado (34%), Nebraska (9%), Missouri (5%), South Dakota (5%), and Florida (4%)**, with major source cities being **Denver (5%), Colorado Springs (3%), Deming (2%), Fountain (2%), Destin (2%), Greeley (1%), and Virginia Beach (1%)**.

Spending categories highlighted that the largest share came from **gas and service stations (59%)**, followed by **food and beverage (32%)** and **retail (7%)**.

Board members discussed how these figures reflect statewide trends of declining lodging and sales tax revenue compared to last year, while also noting that July's strong local collections were encouraging. Moriah Harkins added observations of international visitors, particularly German and Swiss motorcyclists traveling home from the Sturgis Rally, as well as French tourists passing through Torrington. Members agreed that the report was more user-friendly than past versions and stressed the importance of these insights for shaping future marketing strategies.

 [Goshen Q2 2025.pdf](#)

V. Grant Reports

A. Torrington Trap Club

The Torrington Trap Club submitted its final report. The event drew over 700 attendees during its five-day run. While the event was successful, Board members discussed ongoing concerns about limited restaurant availability in the county during large events. The Board noted that the Trap Club consistently provides thorough reporting and expressed satisfaction with their performance.

 [LTB Final Report - Torrington Trap Club FY25.pdf](#)

VI. Old Business

A. Homesteaders Museum Request

The Board revisited the request from the Homesteaders Museum for funding a part-time staff member at the Visitor Center. It was noted that the City of Torrington is currently covering the position (16 hours per week) until other funding sources may return.

Board members discussed the overall role of the Visitor Center and how to best align staffing with tourism goals. Ideas included exploring a relocation of the Visitor Center back to 21st & Main, with potential support from interns through workforce grants in partnership with Go Goshen. After discussion, the Board agreed that it would not move forward with funding the current staff request, while continuing to explore future options for seasonal visitor support and programming.

 [MOU - City and LTB Draft.pdf](#)

Motion:

Motion to deny the Homesteaders Museum request for funding a staff position.

Motion moved by Konne Rife and motion seconded by Bob Oaks. Motion carried unanimously.

B. America 250 Update

Moriah Harkins provided an update on the committee's progress. Plans are underway to produce a docuseries on Goshen County genealogy and history, with four to five episodes featuring local speakers. The committee is also exploring hosting a sanctioned barbecue competition through the Rocky Mountain Barbecue Association, potentially tying it to the Goshen County Fair to attract regional teams and visitors. Members discussed opportunities for sponsorship, fundraising, and integrating the competition with other fair activities.

VII. New Business

A. Wayfinding Signage by Municipal Parking Lot near Arby's

The Board discussed signage at the municipal parking lot near Arby's, noting that current signs are outdated. Members suggested collaborating with the City of Torrington to update the signage to include a Main Street map and highlight local restaurants and retail.

 [Torrington Signs in Arby's Parking Lot.pdf](#)

B. Funding Murals

The Board reviewed a proposal connected to the Torrington TailSlide event to fund a mural at the Torrington Municipal Airport. The concept suggested recreating artwork from a past TailSlide poster on the side of an airport hangar.

Board members discussed the idea and acknowledged the creative connection to a local event. However, the consensus was that funding murals does not directly align with the Board's mission of marketing Goshen County to out-of-area visitors. Members suggested that alternative funding sources, such as arts or community development grants, might be more suitable for projects of this type. No motion was made.

VIII. Informational

IX. Adjournment

There being no further business, the meeting was adjourned at 2:30 PM.