



# September Lodging Tax Board Meeting Minutes

Go Goshen

9/9/2025 1:30 PMMDT

@ 110 W 22nd Ave, Torrington, WY 82240

## **Attendance**

### **Present:**

Members: Bob Oaks, Gary Olson, Scott Prusia, Konne Rife, Julianne Rogers (remote), David Saul

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

Staff: Brian Young, Moriah Harkins

### **Absent:**

Members: Geri Zeimens

#### I. Call Meeting to Order

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

#### II. Approval of the Meeting Minutes

The minutes from the August 12, 2025, meeting were reviewed.

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

#### **Motion:**

Motion to approve the August 12, 2025 meeting minutes.

Motion moved by Gary Olson and motion seconded by Bob Oaks. Motion carried unanimously.

#### III. Approval of the Financials

The Treasurer reported balances of **\$66,000** in the operating account and **\$33,000** in the existing CD. The Board discussed increasing CD savings. Advertising expenses of \$13,350 reflected approvals from the previous meeting. Approximately **\$15,000 remains available** from the \$30,000 Wyoming Office of Tourism grant allocation.

 [LTB August Financials 2025.pdf](#)

#### **Motion:**

Motion to move \$10,000 into a new Certificate of Deposit.

Motion moved by Gary Olson and motion seconded by Bob Oaks. Motion carried unanimously.

#### **Motion:**

Motion to approve the financial report as presented.

Motion moved by Dave Saul and motion seconded by Konne Rife. Motion carried unanimously.

#### IV. Lodging Tax Reports

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

The Board reviewed August collections, which were consistent with the prior year. It was noted that tourism and lodging declines from fiscal year 2024 to 2025 are part of a broader national trend.

 [Lodging Tax Update.pdf](#)

#### V. Old Business

##### A. Homesteaders Museum Request (New Information)

The Board revisited the request to fund a part-time Visitor Center position (approx. \$7,500 annually). The City of Torrington is currently covering the role until other funding sources may return. The Museum reported 1,100 visitors last year.

Board members discussed the role of the Visitor Center, the importance of visitor impressions, and possible options for cost-sharing. No action was taken. The Board agreed to continue discussions with the City and gather additional information, including a breakdown of visitor numbers by month

##### B. Photographer Request for Proposal

The Board reviewed proposals submitted through the photography RFP process. Portfolios were received from local photographers. Board members discussed commissioning multiple photographers based on strengths and contracting by hourly rate.

 [Photographer RFP List.pdf](#)

##### **Motion:**

Motion to allocate up to \$6,500 from the Destination Development grant funds for photography services, with contracts directed by a shot list focused on events, attractions, and cultural landmarks.

Motion moved by Gary Olson and motion seconded by David Saul. Motion carried unanimously.

#### VI. New Business

#### VII. Informational

The board was updated on the National Mormon Trails Association project, which included Fort Laramie National Historic Site in its latest publication. Lodging Tax contributions supported printing, and copies will be available for distribution at visitor centers.

#### VIII. Adjournment

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