

March Lodging Tax Board Minutes

Goshen Economic Development

Mar 21, 2023 at 1:30 PM MDT

@ 110 W 22nd Ave. Torrington, WY 82240

Attendance

Present:

Members: Diane Humphrey, Bob Oakes, Gary Olson, Scott Prusia, Julianne Rogers, Geri Zeimens (remote)

Guests: Glenn Gardener, Wyoming Office of Tourism (remote)

Staff: Brayden Connour, Moriah Harkins

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

Called the meeting to order at 1:30 PM.

II. Approval of the January Meeting Minutes (Presenters: President, Scott Prusia)

 [LTB MINUTES 11.15.2023.docx](#)

 [LTB MINUTES 1.17.2023.docx](#)

Motion:

Motion to approve the Lodging Tax Board meeting minutes of November 15, 2022.

Motion moved by Gary Olson and motion seconded by Diane Humphrey. Unanimously approved.

Motion:

Motion to approve the minutes of January 17, 2023.

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

III. Approval of the Financials (Presenters: Treasurer, Dan Ellis)

 [LTB - Feb 28 Financials.pdf](#)

 [Lodging Tax Update.docx](#)

Finances are transitioning from old administrations to the new Goshen Economic Development Administration. Board discussed tabling approval of finances until the April meeting.

Motion:

Motion to table approving financials until April Meeting

Motion moved by Diane Humphrey and motion seconded by Gary Olson.
Unanimously approved.

IV. Old Business (Presenters: President, Scott Prusia)

A. Appoint Secretary

The board bylaws require the Lodging Tax Board to appoint a member as a secretary and be responsible for signing privileges. The minutes and board management will remain under Goshen Economic Development.

Motion:

Motion to approve Julianne Rogers as the secretary of the Lodging Tax Board

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

B. MOU?

MOU with the City for responsibilities with the Visitors Center at the museum.

Brayden Connour will talk to the Mayor of Torrington. The MOU will show the responsibilities of each entity.

C. Update on Marketing Assets

- Table Tents
- The Marquee
- Tear off Maps, Brochures, Post Cards
- Flags
- iPads
- Brochure holders (May 24, 2022)

The board decided to wait to move forward with the marquee sign for the Visitor Center until they had agreed on an MOU with the City of Torrington. Moriah Harkins will work on the revisions to the Goshen County tear-off maps and brochures. Moriah Harkins said that the postcards had been printed for the year 2022 and that the 2023 editions of the postcards will be ready to go before the board for approval after May 2023 after the Tourism Week Photo Contest is over.

D. Approved Signs for Visitors Center

Motion on August 16, 2022

"Geri Ziemens made a motion to approve signs for the purchase of signs for the Visitor Center, Julianne seconded. Motion carried"

Moriah Harkins provided the updated status of the Visitor Center signs commissioned by Cozad Signs. Cozad Signs reached out for confirmation of the address, but Moriah Harkins will confirm with Sarah Chaires on the status of the signs.

E. Table Tents

Motion May 24th 2022

"Approve the Quarterly Table Tents as presented by GED, Sandy Hoehn"

Geri suggests that they be distributed during the summer months. Just one more to restaurants, and they throw them away. Try it one more summer and see what they would. Have them for their guests and hotels.

Motion:

Amend the previous motion to design, print, and distribute a round of table tents with only major events from Memorial Day – Labor Day. The distribution locations would be lodging establishments and will include restaurants that want them.

Motion moved by Geri Zeimens and motion seconded by Diane Humphrey. Unanimously approved.

F. Affirm Email Vote - WOT Sticker Program Reprint

 [3.10.2023 Email Vote Reprint WOT Stickers.pdf](#)

Moriah Harkins presented the email vote from March 9th through March 10th by the Lodging Tax Board to pay for the reprint of the Goshen County stickers designed and provided by the Wyoming Office of Tourism State Sticker Program. The sticker is part of a program encouraging visitors to collect stickers by visiting participating locations.

Motion:

Affirm email vote to reprint the Wyoming Office of Tourism Stickers and continue to participate in the state sticker program.

Motion moved by Geri Zeimens and motion seconded by Diane Humphrey. Unanimously approved.

Brayden Connour said the Main Street Program and Economic Development would take over the Torrington City Main Street Trash Cans. Brayden Connour said it is up to the board to decide how to proceed, as there is a standing motion.

Motion:

Rescind the \$1200 allotted for the Main Street trash cans project.

Motion moved by Gary Olson and motion seconded by Diane Humphrey.
Unanimously approved.

G. Main Street Garbage Cans

October 18, 2022 motion carried to pay \$1200 toward the Main Street Garbage can project

V. New Business (Presenters: President, Scott Prusia)

A. Goshen County Lodging Tax 101

1. Goshen County Lodging Tax – 7%
2. State of Wyoming – 3%
3. Goshen County (local) – 4%
4.
 - Lodging Tax is remitted just like sales tax. Lodging Tax is sent monthly with sales tax to the county and distributed accordingly.
 - Goshen County Government keeps 10% of Lodging Tax receipts and it goes directly into their general fund.

 [LTB 101.docx](#)

B. Grant Funding - Wyoming Office of Tourism

Hi Brayden,

I am pleased to say your application has been approved and submitted for the final stage of the Grant Agreement.

Soon you will be receiving an Adobe Sign document from Kristy Simola from the Wyoming Office of Tourism (WOT), which will require an e-signature to be finalized.

Once this signed document is returned to WOT, you will be issued your requested funds. We anticipate a quick turnaround, but the process involves many steps internally, so please be patient.

(We were awarded \$80,000)

*Currently, the grant agreement is in the Wyoming Attorney General's Office. As soon as both entities sign off, the funds will be awarded.

C. Social Media Data

Wyoming Office of Tourism Social Takeover went live March 10th - 12th, awaiting results.
Please see results of previous takeover attached.

 [Goshen Co Social TO Report Oct2022.pdf](#)

Brayden presented the previous Wyoming Office of Tourism Social Takeover, where Goshen County was featured. He reviewed the impressions for each Visit Wyoming social media platform.

D. Meeting Schedule

Moriah Harkins asked the board if they would like to change the meeting times to better fit the board members schedules. The board discussed and agreed on meeting every 3rd Tuesday of the month at 1:30 PM in the Goshen Economic Development Building located on 110 W 22nd Ave, Torrington WY, 82240.

E. Tourism Grant Application

Restructure the Grant Program

 [Tourism Grant.pdf](#)

The board discussed creating a committee to review the Grant Program process. The committee would meet at a different time, and go over the application page by page.

F. GoGoshen Brand Expansion

 [GED Rebranding.pdf](#)

Brayden Connour discusses the organizational chart of Goshen Economic Development. Brayden Connour presented the future project of a website that would feature the branches of Economic Development, the Chamber of Commerce, the Main Street Program, and Tourism in Goshen County.

G. Bylaws

Scott Prusia presented to the board the Lodging Tax Board Bylaws. Scott Prusia asked for legal counsel to review them to verify that they meet current state statutes.

H. Digital Marketing Opportunity

 [YellowstonePark.com.docx](#)

Moriah Harkins presented a digital marketing opportunity to put Goshen County on the YellowstonePark.com website, the Yellowstone Newsletter, and the Yellowstone Facebook. The board discussed the proposition.

Motion:

The Goshen Economic Development Staff to accept the opportunity for the \$1,995 for 12 months for the YellowstonePark.com program as it was presented.

Motion moved by Diane Humphrey and motion seconded by Bob Oakes.
Motion Passed. Gary Olson voted nay.

I. Lingle Turnout Update

Geri Zeimens presented an update on the signage for the Lingle Turnout. Geri Zeimens reports that they lost their artist, but the artwork is finished. They are hoping to do a ribbon cutting in June.

J. Sunrise Mine Update

Geri Zeimens has a contact for tours. Every weekend is filled with bus tours from Kansas, with 80-100 tourists on each tour. Geri said that the individual private tours are in the Goshen County area, and they bring them into Torrington.