

April Lodging Tax Board Minutes

Goshen Economic Development

Apr 18, 2023 at 1:30 PM MDT

@ 110 W 22nd Ave. Torrington, WY 82240

Attendance

Present:

Members: Dan Ellis, Gary Olson, Scott Prusia, Julianne Rogers, Geri Zeimens (remote)

Guests: Tina Garrelts, Torrington Lions Club, Ron Miller, Torrington Trap Club, Lori Schafer, YeeHaw Daze, Paul Miller, M Lazy Heart Feed, LLC, Helen Vogel, Gracie's Promise, Konnie Rife, Goshen County Quilters, Jane Dorn, Goshen County Quilters

Staff: Moriah Harkins

Absent:

Members: Diane Humphrey, Bob Oaks, Stacy Stroud

Staff: Brayden Connour

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

Called the meeting order at 1:32 PM.

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

 [March Lodging Tax Board Minutes..pdf](#)

Motion:

Approval of the meeting minutes for March 21, 2023.

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

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

President Scott Prusia presented the financial report to the board. The report included the balance sheet as of March 31, 2023, the profit and loss report from July 2022 through March 2023, and transactions by account.

Motion:

Approval of the Financial Report as presented by Scott Prusia

Motion moved by Julianne Rogers and motion seconded by Gary Olson. Approved unanimously.

IV. Grant Requests

 [Grant Request Total.docx](#)

A. Torrington Lions Club

Tina Garrelts, Secretary of the Torrington Lions Club, presented on behalf of the Torrington Lions Club Festival of Sight event. The Torrington Lions Club requested funds to advertise their event in Goshen County, and Scottsbluff areas.

 [4.23 LTB App Torrington Lions Club.pdf](#)

Motion:

Approve partial funding of \$1500 of the total amount requested to be granted to advertise for the Torrington Lions Club Festival of Sight.

Motion moved by Gary Olson and motion seconded by Julianne Rogers. 4 in favor/1 opposed/0 abstentions. Motions Carries.

B. M Lazy Heart Feed, LLC

Paul Miller presented on behalf of M Lazy Heart Feeds, LLC for the Stock Show University Grad Program. The grad program will be at the Goshen County Fair Grounds in Torrington. The graduate professors will spend two days with kids as a workshop. Program for the kids is free. Paul is requesting funds for the rental of the Goshen County Fair Grounds.

 [4.23 LTB App M Lazy Heart Ranch.pdf](#)

Motion:

Approval of full funding for the Stock Show University Grad Program for the amount \$2600 requested to pay for the rental of the Goshen County Fair Grounds.

Motion moved by Gary Olson and motion seconded by Dan Ellis.
Approved unanimously.

C. Gracie's Promise

Helen Vogel presented on behalf of Gracie's Promise to fund advertising for the Timeless Treasures & Simple Pleasures Event. Gracie's Promise is a non-profit that helps families that their child from birth to 18 is funded if they have a catastrophic accident. The event will act as a fundraiser. They will advertise in South Dakota, Colorado, and Nebraska for vintage shops, sending people information about the event.

 [4.23 LTB App Gracies Promise.pdf](#)

Motion:

Approval of full funding for the Timeless Treasures & Simple Pleasures Event for the amount of \$1,667 requested to pay for the advertising of the event.

Motion moved by Gary Olson and motion seconded by Dan Ellis.
Approved unanimously. Geri Zeimens abstained.

D. Goshen County Quilters

Jane Dorn presented on behalf of the Goshen County Quilters for their Quilts Along the Platte Quilt Show event. If attendees bring a receipt from a Goshen County Business, they get a ticket for a chance to win a quilt. National barrel racing will be there at the same time. The Goshen County Quilters are requesting for a grant to pay for marketing the event and they plan to make bookmarks, use local radio stations with in-kind ads, and social media.

 [4.23 LTB App Goshen County Quilters.pdf](#)

Motion:

Approval of full funding for the Quilts Along the Platte Quilt Show Event for \$2061.61 that was requested to pay for the event's advertising.

Motion moved by Geri Zeimens and motion seconded by Dan Ellis.
Approved unanimously.

E. YeeHaw Daze

Lori Schafer is presenting her request for funds for the Yee Haw Daze event. It is a vintage and craft fair that utilizes five buildings at the Goshen County Fair Grounds. She stated that approximately 1200 - 1500 people came in the two days of the event. She will utilize radio more than print this year, with postcard invitations to past attendees and the local advertising paper.

Motion:

Approval of full funding for the Yee Haw Daze Event for \$2540.98 that was requested to pay for the event's advertising.

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

F. Torrington Trap Club

Ron Miller presented on behalf of the Torrington Trap Club for their Wyoming State Trap Shoot Competition event. The Wyoming State Trap Shoot is open for anyone, in-state and out-of-state. The event attracts more out-of-state people. The Torrington Trap Club is requesting additional grant funding for advertising and printing booklets for the event to add to their previously awarded funds in October 2022.

 [4.23 Torrington Trap Club Letter.pdf](#)

Motion:

Approval of full funding for the Wyoming State Trap Shoot Competition Event for \$6,688 that was requested to pay for the event's advertising.

Motion moved by Geri Zeimens and motion seconded by Dan Ellis.
Approved unanimously. Gary Olson abstained.

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

A. Grant Application Committee

Moriah Harkins proposed creating a committee to rework the grant application process for the board. The board discussed and decided that Moriah Harkins should propose a new grant application and bring it before the board instead.

VI. New Business (Presenters: Scott Prusia)

A. Working with Local Restaurants

The board discussed the large number of people attending the events that were presented, and the board about working with restaurants to see if they would stay open for large events in town. Moriah Harkins will work towards a system to inform the restaurants.

VII. Adjournment

The meeting was adjourned at 2:58 PM.