

July Lodging Tax Board Minutes

Goshen Economic Development

Jul 18, 2023 at 1:30 PM MDT

@ 110 W 22nd Ave. Torrington, WY 82240

Attendance

Present:

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

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

Staff: Moriah Harkins

Absent:

Staff: Brayden Connour

I. Call Meeting to Order

Vice President, Geri Zeimens called meeting to order at 1:35 PM.

II. Approval of Final Budget Fiscal Year 2024

Motion:

Be it resolved that the Lodging Tax Board approves the budget for 2023-24 for \$90,000.

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

III. Approval of the May Meeting Minutes

Motion:

Approval of the meeting minutes for May 16, 2023

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

IV. Approval of the Financials

Moriah Harkins and Dan Ellis, Treasurer; presented the financials for the month of May and the month of June, which consisted of the profit & lost budget vs. actual for July 2022 through June 2023, the balance sheet as of June 2023, and the general ledger as of June 30, 2023. Highlights include that the grant money allocated for the website has been withdraw. The purchase of the table tents have also been withdraw.

Motion:

Approval the May Financial Report as presented by Moriah Harkins and Dan Ellis.

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

Motion:

Approval of the June Financial Report as presented by Moriah Harkins and Dan Ellis.

Motion moved by Julianne Rogers and motion seconded by Diane Humphrey. Approved unanimously.

V. Old Business

A. GoGoshen Website

Moriah Harkins presented the board with the staging site of the upcoming launch of GoGoshen.com.

B. Project Updates

Moriah Harkins gave the board a report on ongoing projects. Highlights include: Table Tents being distributed to all restaurants and hotels, and the Homesteader Museum/Visitor Center updates.

C. Contract Renewed - Miles Media Wyoming Office of Tourism

Moriah Harkins presented the marketing package from Miles Media, collaborating with the Wyoming Office of Tourism. The marketing package consisted of email campaigns, an ad in the Wyoming Travel Guide, and two social media takeovers of the Wyoming Tourism social media pages.

D. Goshen Economic Development and Lodging Tax Board Agreement

Moriah Harkins Distributed the final agreement between Goshen Economic Development and Lodging Tax Board.

VI. New Business

VII. Wyoming Farm, Ranch and Hemp Expo

The Wyoming Farm, Ranch, and Hemp Expo is September 6-7, 2023. Businesses can become vendors and set up booths at the Eastern Wyoming College A-Tech Building and Wyoming Hemp Co. in Hawk Springs.

VIII. Adjournment

There being no further business to come before the board, the meeting was adjourned at 2:14 PM by President Scott Prusia.