

**SHERIDAN COUNTY TRAVEL & TOURISM
BOARD MEETING AGENDA**

NOVEMBER 18, 2025 // 11:00AM

Location: Visitor Information Center

Address: 1517 E 5th St, Sheridan, WY 82801



- 1. CALL TO ORDER**
- 2. ATTENDANCE**
- 3. CONSIDERATION OF AGENDA**
 - a. Additions or Changes to Agenda
 - b. Additions or Changes to Old and New Business
 - c. Minutes of Previous Meeting
- 4. COMMUNITY UPDATES / GUESTS**
- 5. EXECUTIVE SUMMARY**
 - a. Lodging Tax Collections
 - b. Year-to-Date Budget Report
 - i. SCTT Account Balance(s)
 - c. Accounts Paid
 - d. Hotel Occupancy Report
 - e. Vacation Rental Occupancy Report
 - f. Analytics and Data Review
- 6. UPDATES**
 - a. Marketing Campaigns/Initiatives
 - b. Earned Media/Visits
 - c. Film/Photography Projects
 - d. Important Dates
 - e. Burgess Junction
 - f. Grant Requests / Grant Reports
- 7. OLD BUSINESS**
 - a. 2025 Brand USA Travel Week – Recap
 - b. 2026 Semiquincentennial - Updates
 - c. 2026 Sheridan WYO Winter Rodeo - Updates
- 8. NEW BUSINESS**
 - a. 2026 Lodging Tax Proposition Process
 - b. 2025 E-Tourism Summit - Preview
 - c. 2025 National Finals Rodeo – Preview
- 9. BOARD ROUNDTABLE**
- 10. EXECUTIVE SESSION (IF NECESSARY)**
- 11. ADJOURNMENT**