

RESOLUTION # _____

**RESOLUTION APPOINTING A MEMBER TO THE CHEYENNE AREA
CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS**

BE IT RESOLVED by the governing body of Laramie County, Wyoming,
_____ shall be and is hereby appointed as a member of the Cheyenne Area
Convention & Visitors Bureau Board of Directors to perform the duties of said Board according
to law for a three-year term commencing expiring on June 30th, 2029.

PRESENTED, READ AND ADOPTED this ____ day of _____, 2026.

BOARD OF LARAMIE COUNTY COMMISSIONERS

Chairman

ATTEST:

Debra Lee, Laramie County Clerk

Reviewed and approved as to form:



Laramie County Attorney's Office

OATH OF APPOINTMENT

THE UNDERSIGNED does solemnly swear (or affirm) to honor and sustain the
constitution of the United States, the constitution of the State of Wyoming, and to faithfully,
honestly and impartially discharge all duties as a member of the Cheyenne Area Convention &
Visitors Bureau Board of Directors.

CHEYENNE AREA CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS

Signature

Date

Witness

Date

APPOINTMENT APPLICATION

Board/committee/commission: Tourisms Joint Powers

Name: Shannon Starks Preferred Name: Shannon Starks

Mailing Address: 609 Harmony Lane Home Address: Same
Cheyenne Wy

Phone: 970-397-8476 Spouse: Jamin

Occupation: Dual General Manger Self-Employed? NO

Employer/Name of business: TownePlace Suites and Fairfield Inn Aimbridge Hospitality

Address / Zip: 1710 W Lincolnway Cheyenne Phone: 307634040

Year Employed: 4 Years of Laramie County Residency: 2

Fax: _____ Email: Shannon.Starks@aimbridge.com Cell: 9703978476

Education/Degrees: High School Diploma

Other community memberships: none as of now

Please explain your interest in serving on this Board/Committee/Commission (attach additional pages if needed):

See

Signature: *S Starks* Date: 4/13/2026

Please return to: Laramie County Commissioner's Office
310 W 19th St, Room 300
Cheyenne, WY 82001
Fax: 307-633-4267
Email: commissioners@laramiecounty.com
Phone: 307-633-4260

=====For Office use Only=====

New Appointment: _____ or Reappointment: _____ Term Length: _____ Year(s)

Full Term: _____ or Unexpired Term: _____ Expiration Date: _____

Comments: _____

Serving on a tourism board provides a hotel General Manager with a unique opportunity to influence both the success of their property and the overall growth of the destination. Hospitality performance is closely tied to how well a city attracts and supports visitors, and being part of a tourism board allows a GM to contribute to strategic marketing efforts that drive the right mix of business, leisure, and group travel. This involvement also creates strong connections with key stakeholders, including city officials, event planners, and local businesses, leading to valuable partnerships and increased visibility for the hotel. Additionally, access to early insights on events, developments, and market trends allows a GM to proactively position their property for success, creating a clear competitive advantage while supporting long-term revenue growth.

Equally important, serving on a tourism board reflects a commitment to the local community and its economic vitality. A thriving tourism industry supports job creation, strengthens local businesses, and enhances the overall guest experience within the destination. By contributing operational insight and advocating for improvements such as safety, cleanliness, and infrastructure, a General Manager helps ensure visitors leave with a positive impression that drives repeat travel and word-of-mouth promotion. This role not only strengthens the destination but also reinforces the GM's position as a community leader dedicated to collaborative success, sustainable growth, and elevating the hospitality experience for both visitors and residents alike.

APPOINTMENT APPLICATION

Board/committee/commission: Visit Cheyenne

Name: Steven Thomas Moehr Preferred Name: Steve Moehr

Mailing Address: 1508 Meadow Drive Home Address: 1508 Meadow Drive
Cheyenne, WY 82001 Cheyenne, WY 82001

Phone: 307-262-6222 Spouse: Rosemary Moehr

Occupation: Major Account Development Executive Self-Employed? NO

Employer/Name of business: Blue Cross Blue Shield of Wyoming

Address / Zip: 4000 House Ave / 82001 Phone: 307-432-2730

Year Employed: 2025 Years of Laramie County Residency: 18

Fax: N/A Email: Steven.Moehr@BCBSWY.com Cell: 307-262-6222

Education/Degrees: Psychology - Project Management

Other community memberships: Cheyenne Chamber of Commerce

Please explain your interest in serving on this Board/Committee/Commission (attach additional pages if needed):
Cheyenne is my home, and I believe in contributing to the efforts that keep our community a great place to live and visit. Tourism plays
an important role in supporting local businesses, economic growth, and community pride. I would be honored to serve on the Visit
Cheyenne Board and help promote the experiences and opportunities that make Cheyenne such a special place.

Signature: Steve Moehr Date: 06/09/2026

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