



## Sweetwater County Travel & Tourism Board

August 12, 2020 | Rock Springs, Wyoming 82901

- A. Call to Order
  - 1. Bridget Renteria called the meeting to order at 5:30 PM
- B. Roll Call
  - 1. Members Present: Bridget Renteria, Devon Brubaker, Dominic Wolf, Linda McGovern, Erika Lee-Koshar and Jelly Wood.
  - 2. Visitors, guests and staff: Jenissa Meredith and Chezney Leisch.
- C. Approval of Agenda
  - 1. Devon made a motion to approve the agenda as presented; Linda seconded (motion passed 6-0).
- D. Correspondence
  - 1. None
- E. Approval of Minutes
  - 1. Devon made a motion to approve the meeting minutes from June 10<sup>th</sup> & July 8<sup>th</sup>, 2020. Linda seconded (motion passed 6-0).
- F. Secretary-Signing of Minutes
  - 1. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- G. Payment of Bills
  - 1. Devon made a motion to approve checks #4223 to #4247 and an electronic payment of \$3,682.16 to EFTPS for federal taxes and payroll liabilities, in the amount of \$78,911.10. Greg seconded (motion passed 6-0).
- H. Chairperson's Report
- I. Vice -Chairperson's Report
- J. Treasurer's Report
  - 1. Janet will be contacted for deposit report.
- K. Director's Report
  - 1. Committees, Commitments & Attended Meetings
    - i. Jenissa reported on the meetings she attended since the last board meeting that included, WTIC Virtual Board Meeting/Legislative Updates/SWLT Call SEDC Advisory Council Meeting, DMO-CEO Zoom Meetings, Miles Media Conference Calls, CTA Virtual Meetings, RSCC & GRCC Block Grant Monthly Meetings, WOT: COVID-19 Weekly Virtual Meetings, WOT-Partner Co-op Calls, WRC Webinars, Farson Visitor Info Meeting and a Board Member Luncheon – Erika Lee-Koshar.
    - ii.
  - 2. Jenissa reported on the following projects:

### **COVID-19 Response Efforts**

## **Absorbed Grant & Admin Duties**

### **New Building – Moved in April 14, 2020**

- Grand Opening Event - July 1, 2020
- Applied for RMP & WCF Grants for New Sign

### **Flaming Gorge Tour Build Out**

- Hired Staff – Lucy Diggins-Wold: Finalized 5/26/20
- Secured US Forest Service Special Use Permit
- Created FG Tour Emergency Response Plan
- Tour Postponed until 2021 due to COVID-19

### **Google DMO:**

- Chezney Working to Submit Photos and Descriptions
  - 100,000 Views

### **RS Beautification/Tree Committee - Chairwoman**

- Arbor Day Celebration – May 29<sup>th</sup>: PR Efforts
- Awarded Grant from SWC Conservation District: \$5,000 - \$2,500  
Brochure Racks & \$2,500 Replacement Landscaping Materials – Received  
& Assembled Racks
- Working on Gateway Plan & Funding

### **Road Trippin’ KUTV 2 News: July 16, 2020**

- Focused on Downtown Rock Springs

### **DestinationNEXT Tourism Assessment**

- Survey Draft & Database Development – January
- Deployed Survey – February
- Strategic Planning Session – September 15, 2020

### **Certified Tourism Ambassador Program**

- Phase 1 Research & Planning: June 23, 2020 – Virtually Through Go to Training
- Two Focus Groups and One Subject Matter Expert Panel - Sent out 40 invites
- Phase 2 Certification Program Development: August - September 2020
- Phase 3 Field Testing: September – October 2020
- Phase 4 “Train the Trainer:” November 2020
- Phase 5 Program Roll Out: January-February 2020

### **WHSAA State 3A & 4A Bid to Host: 2022-23**

AWARDED TOURNAMENTS!

**Brochure Development:**

- Summer Quick Guide, Daytrip/Age/Time/Ride Map Brochure

**Photography:** Flickr Account/MJ Haug: Winter Completed

Summer Photo Shoot (Andy Austin): ~~August 2020~~ - CANCELED

Jenissa reported that she committed \$1,000 for an update of the SWC Map.

3. Measurables
  - i. Jenissa showed the board the Lodging Tax Collection chart & the Occupancy Rate chart.
4. Greg made a motion to approve the Director's report. Erika seconded. Motion passes (6-0)
- L. Treasurer's Report
  1. Janet will be contacted for the deposit information.
- M. Quarterly Reports
  1. The RSCC, GRCC and SEC made in person quarterly reports to the board.
- N. Old Business
  1. None
- O. New Business
  1. CARES ACT DMO Relief Funds – Media Plan
    - i. Jenissa described to the board that they will be receiving \$233,000 in DMO Relief funds from the CARES Act to be used on a media campaign that deploys before December 2020 to re-target potential visitors to Wyoming. The media plan must include safety information regarding COVID-19.
    - ii. Devon made a motion to approve the DMO Relief Funds Media Plan. Erika seconded. Motion passed (6-0).
  2. Board Application – Farson Visitor Services
    - i. Presentation by Kim Brown.
      - a) Kim Brown described his request for funding for the Farson Visitor Services that would be provided out of his building next to the Farson Merchantile.
      - b) The board tabled to request and will form a subcommittee to review the request.
  3. Destination NEXT – Tier 3 Addition
    - i. Jenissa described that the board had already approved Tier 1 & 2 of the Destination NEXT project and recommended that the board also include Tier 3 to have a strategic plan developed following the program.
    - ii. Devon made a motion to approve the Destination NEXT Tier 3 Addition. Greg seconded. Motion passed (6-0).
  4. High Desert Living Magazine

- i. Jenissa described the new local publication that will be distributed to 3,000 local households monthly. She recommended placing an ad regarding the new visitor center in the publication to gain awareness for locals to encourage friends and family from out of the area to visit the center. The cost would be \$4,400 for a 12 month commitment.
  - ii. Erika made a motion to approve the advertisement. Linda seconded. Vote was split (3-3). The board recommended obtaining additional information and reviewing it at the next meeting.
5. T&T Payroll Direct Deposit
  - i. Devon made a motion to approve T&T Payroll Direct Deposit. Erika seconded. Motion passed (6-0).

P. Adjournment

1. Linda made a motion to adjourn at 6:30 PM. Greg seconded. Motion passed (6-0).

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Stacy Colvin  
*Secretary's signature*

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Date

Minutes submitted by Jenissa Meredith