



## Sweetwater County Travel & Tourism Board

July 8, 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, Mark Lyon, Devon Brubaker, Stacy Colvin, Dominic Wolf, Kim Strid 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; Mark seconded (motion passed 7-0).
- D. Correspondence
  - 1. None
- E. Approval of Minutes
  - 1. Devon made a motion to approve the meeting minutes from June 10, 2020. Mark seconded (motion passed 7-0).
- F. Secretary-Signing of Minutes
  - 1. Stacy Colvin, Board Secretary signed the minutes.
- G. Payment of Bills
  - 1. Mark made a motion to approve checks #4193 to #4222 and an electronic payment of \$3,318.30 to EFTPS for federal taxes and payroll liabilities, in the amount of \$82,514.31. Mark seconded (motion passed 7-0).
- H. Committee Report
  - 1. Executive Board Committee
    - i. Jenissa Meredith – Performance Evaluation
      - a) Bridget reported that the executive board members had conducted Jenissa Meredith’s annual performance evaluation. Bridget stated that Jenissa had done a great job over the passed year. Mark mentioned that Jenissa did not request an increase in pay this year and that he was pleased by that. Mark stated that Jenissa really goes above and beyond and does a great job in her position.
- I. Chairperson’s Report
- J. Vice -Chairperson’s Report
- K. Treasurer’s Report
  - 1. Janet will be contacted for deposit report.
- L. 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, SEDC Advisory Council, DMO-CEO Zoom Meetings, Miles Media Conference Calls, CTA Virtual

Meeting, Flaming Gorge Scenic Byway Virtual Meetings, T&T Finance Committee Meetings, T&T Executive Committee Meeting, WOT: COVID-19 Weekly Virtual Meetings, WOT- Partner Co-op Calls, New Employee Orientations and WRC Webinars.

2. Jenissa reported on the following projects:

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

- Created Job Board: March 6<sup>th</sup> – 3,000+ Views
- Communicate with Lodging Properties Weekly  
WTIC & WRLA Updates
- Emergency Response Plan
- Facilitated SWC Hospitality COVID-19 Local Health Order with Dr. Stachon  
– Protect from Civic Suits

#### **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

#### **Board Retreat:** June 24<sup>th</sup>, 2020 - Flaming Gorge Test Tour

~~{Tentative Dates: 7/9-10, 7/16-17, 7/23-24, 7/30-31}~~

- Postponed Tour until 2021

#### **Flaming Gorge Scenic Byway All-American Road Application: Deadline Extended to June 2020**

- Submitting by June 15, 2020
- Collected Letters of Support:
  - Ashley NF, BLM, City of GR – Mayor & City of RS – Mayor, Flaming Gorge – Uintas NSB Committee, GR Chamber of Commerce – CEO, Jerry Taylor – FG Scenic Byway Chairman, RS Chamber of Commerce – CEO, RS Main St/UR – Director, SEDC – ED Specialist, Senator Barrasso & Senator Enzi, SWC Board of Commissioners, SWC Travel and Tourism, Wyoming Office of Tourism, WYDOT

#### **Google DMO:**

- Chezney Working to Submit Photos and Descriptions

**Social Media Local Campaign** – Live June 2020

- Chezney Posts Often & is Working on Tourism Stats Video for Social
- Local #LifelsSweetwater Billboard Dewar Dr.– July 27<sup>th</sup> (2 months)

**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**

- Focusing on Downtown Rock Springs and Possibly Foot Golf

**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

**Rocky Mountain International Roundup:** Casper, WY – April 26-29, 2020  
(CANCELED)

- Sponsoring Event: \$750- Folders/Jump Drives/One-Sheet

**Visitor Center FAM Tour:** May 2020 (Postponed until 2021)

**Lodging Association:** Postponed until September 2020

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

AWARDED TOURNAMENTS!

**Website Development & Launch:** Launched March 2020 (Receiving Positive Feedback)

**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

3. Measurables

- i. Jenissa showed the board the Lodging Tax Collection chart & the Occupancy Rate chart.

4. Mark made a motion to approve the Director's report. Devon seconded. Motion passes (7-0)

M. Old Business

1. None

N. Budget Hearing FY 2020-21

1. Devon made a motion to exit the regular board meeting and enter into the budget hearing. Mark seconded. Motion passed (7-0).
2. Budget was discussed and resolution approved for \$1,000,000.00
3. Devon made a motion to approve the Sweetwater County Travel & Tourism 2020-2021 Budget in the amount \$1,000,000.00. Mark seconded. Motion passed (7-0).
4. Devon made a motion to exit the budget hearing and enter back into the regular board meeting. Mark seconded. Motion passed (7-0).

O. New Business

1. Rock Springs Chamber of Commerce (RSCC) Block Grant Request
  - i. Devon made a motion to approve the RSCC grant request in the amount \$30,000. Dominic seconded. Bridget, and Mark abstained from voting. One additional vote was obtained via email from Erika Lee-Koshar. Motion passes (6-0).
2. Green River Chamber of Commerce (GRCC) Block Grant Request
  - i. Devon made a motion to approve the GRCC grant request in the amount \$30,000. Dominic seconded. Motion passed (7-0).
3. Sweetwater Event Center (SEC) Block Grant Request
  - i. Devon made a motion to approve the SEC block grant in the amount \$40,000 for advertising for Wyoming's Big Show, Lucky 3 Barrel Racing and the Escape Escapade RV Rally as well as event recruitment. Dominic seconded. Motion passed (7-0).
4. Miles Media Marketing Plan
  - i. Mark made a motion to approve the Miles Media Marketing Plan in the amount of \$230,000. Devon seconded. Motion passed (7-0).
5. SWCTT Personnel Manual
  - i. Jenissa worked with the attorney to make updates to the existing personnel manual that had not been updated since 2013 and presented the changes to the board. Devon mentioned that he

would like to see the manual reviewed every three years. The board agreed.

- ii. Stacy made a motion to approve the updated SWCTT Personnel Manual with an three year review schedule. Kim seconded. Motion passed (7-0).

P. Adjournment

- 1. Stacy made a motion to adjourn at 6:02 PM. Kim seconded. Motion passed (7-0).

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Stacy Colvin

*Secretary's signature*

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Date

Minutes submitted by Jenissa Meredith