



Sweetwater County Travel & Tourism Board

September 9, 2020 | Rock Springs, Wyoming 82901

- A. Call to Order
 1. Mark Lyon called the meeting to order at 5:33 PM
- B. Roll Call
 1. Members Present: Janet Hartford, Mark Lyon, Greg Bailey, Devon Brubaker, Linda McGovern, 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; Greg seconded (motion passed 6-0).
- D. Correspondence
 1. None
- E. Approval of Minutes
 1. Devon made a motion to approve the meeting minutes from August 12, 2020. Greg 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. Linda made a motion to approve checks #4248 to #4266 and an electronic payment of \$3,682.16 to EFTPS for federal taxes and payroll liabilities, in the amount of \$111,545.90. Devon seconded (motion passed 6-0).
- H. Chairperson's Report
- I. Vice -Chairperson's Report
- J. Treasurer's Report
 1. Janet reported making a deposit on July 21, 2020 in the amount of \$36,593.83 and another deposit of August 18, 2020 in the amount of \$54,392.53.
- K. Director's Report
 1. Jenissa reported on the following:
 - Attended Meetings**
 - WTIC Virtual Board Meeting/Legislative Updates/SWLT Call
 - SEDC Advisory Council Meeting – WY Taxpayer Assoc. Meeting
 - DMO-CEO Zoom Meetings
 - Miles Media Conference Calls
 - CTA Virtual Meetings
 - RS Downtown Arts Meeting
 - GRCC Block Grant Monthly Meetings
 - Flaming Gorge Way Corridor Management Plan Meeting
 - WY Outdoor Council – Red Desert Tour Meeting
 - T&T Farson Visitor Services Subcommittee Meeting

- T&T Grant Committee Meeting
- WOT: COVID-19 Weekly Virtual Meetings
- WOT- Partner Co-op Calls

COVID-19 Response Efforts

- Created Job Board: March 6th – 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
- CARES Act DMO Relief Funding
- Media Plan Deployment

Absorbed Grant & Admin Duties

Google DMO:

- Chezney Working to Submit Photos and Descriptions
- 150,000 Views on Local Attractions

Social Media Local Campaign

- Chezney Posts Often
- Local #LifelsSweetwater Billboard Dewar Dr.– Up Now
- Wildlife Wednesday with Lucy

RS Beautification/Tree Committee - Chairwoman

- Awarded Grant from SWC Conservation District: \$5,000 - \$2,500 Brochure Racks & \$2,500 Replacement Landscaping Materials – Received & Assembled Racks
- News Release Ran –Presentation to SWCCD Board 9/3/20
- Working on Gateway Plan & Funding

Road Trippin' KUTV 2 News: July 16, 2020

- Focused on New Visitor Center & Downtown Rock Springs – Strong Online Analytics

DestinationNEXT Tourism Assessment

- Survey Draft & Database Development – January
- Deployed Survey – February 2020/COVID-19 Specific August 2020
- 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
- Logo Developed, Survey Deployed & Online Portal Created
- Phase 3 Field Testing: September – October 2020 (Brochure, Website, Surveys)
- Phase 4 “Train the Trainer:” November 2020
- Phase 5 Program Roll Out: January-February 2020

WOT PR Efforts – Virtual Interview with Martha Stewart Living

Lodging Association: R.E.A.C.H. Awards September 2020

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

AWARDED TOURNAMENTS!

Website Development & Launch: Launched March 2020

- WON TRAVEL STANDARD OF EXCELLENCE AWARD! National Web Marketing Association

Brochure Development:

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

Committments

- Jenissa reported that she committed \$464 for brochure racks for the Farson Visitor Information Center.

2. Measurables

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

3. Linda made a motion to approve the Director’s report. Greg seconded. Motion passes (6-0)

L. Old Business

1. High Desert Living Magazine

- i. Jenissa once again 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 as well as the new customer service program in the publication to gain awareness for locals to encourage friends and family from out of the area to visit the center & sign up for the program. The cost would be \$4,400 for a 12 month commitment. The board discussed the program and budget concerns due to the recent decrease in lodging tax revenue. Died for a lack of motion.

M. New Business

1. Budget Amendment

- i. The board discussed the budget amendment. Janet made a motion to table to amendment until further information is obtained from the accountant. Greg seconded. Motion passed (6-0).

2. Farson Visitor Center Services

- i. The board discussed the previous board project request from Kim Brown for \$20,000 to fund visitor services in Farson. A subcommittee was formed to discuss the request and recommended that the board project be approved for \$10,000 and for Jenissa and Kim to work together to draft a contract for services. Devond made a motion to approve the \$10,000, Greg seconded. Motion passed (6-0).

3. Grant Hearing – Consent Agenda

- i. The T&T grant committee recommended funding the following events:
 - a) GRHS Flaming Gorge Classic: \$6,000
 - b) GRHS Thoman Invitational: \$6,000
 - c) RS Avengers/Rock Challenge Soccer: \$6,000
 - d) Dec. Dunk Basketball Jamboree (Civic Programs): \$6,000
- ii. Greg made a motion to approve the consent agenda. Linda seconded. Motion passed (6-0).

N. Adjournment

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

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith