



Sweetwater County Travel & Tourism Board

October 14, 2020 | Rock Springs, Wyoming 82901

- A. Call to Order
 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 1. Members Present: Bridget Renteria, Kim Strid, Janet Hartford, Greg Bailey, Devon Brubaker, Erika Lee-Koshar, Stacy Colvin, and Jelly Wood.
 2. Visitors, guests and staff: Jenissa Meredith and Chezney Leisch.
- C. Approval of Agenda
 1. Janet made a motion to approve the agenda as presented; Kim seconded (motion passed 8-0).
- D. Correspondence
 1. None
- E. Approval of Minutes
 1. Greg made a motion to approve the meeting minutes from September 9, 2020. Devon seconded (motion passed 8-0).
- F. Secretary-Signing of Minutes
 1. Stacy Colvin, Board Secretary signed the minutes.
- G. Payment of Bills
 1. Erika made a motion to approve checks #4267 to #4289 and an electronic payment of \$3,682.14 to EFTPS for federal taxes and payroll liabilities, in the amount of \$123,416.76. Janet seconded (motion passed 8-0).
- H. Chairperson's Report
- I. Vice -Chairperson's Report
- J. Treasurer's Report
 1. Janet reported making a deposit on September 17, 2020 in the amount of \$76,948.34.
 2. On August 28, 2020 Mark Lyon deposited \$232,874 of CARES ACT DMO Relief Funds - Round 1.
 3. On September 23, 2020 Bridget Renteria deposited \$2,500 from the Rocky Mountain Power grant that Jenissa wrote to be used towards the New Sign in front of the Visitor Center.
 4. On September 25, 2020 Mark Lyon deposited \$58,868 of CARES ACT DMO Relief Funds - Round 2.
 5. On October 20, 2020 Bridget Renteria deposited \$48,716 of CARES ACT DMO Relief Funds - Round 3.
- K. Director's Report
 1. Jenissa reported on the following:

Attended Meetings

- WTIC Virtual Board Meeting/Legislative Updates/SWLT Call
- SEDC Advisory Council Meeting – Industrial Park

- DMO-CEO Zoom Meetings
- Miles Media Conference Calls
- GRCC Block Grant Monthly Meetings
- Gateway Blvd Bike Path meeting
- Auditor Meetings
- SWC Pulse Committee Meeting
- WY Outdoor Council – Red Desert Tour Meeting
- WOT: COVID-19 Weekly Virtual Meetings
- WOT- Partner Co-op Calls
- Board Member Luncheon – Linda McGovern 9/21/20

COVID-19 Response Efforts

- Created Job Board: March 6th – 3,000+ Views
- Communicate with Lodging Properties Weekly
WTIC & WRLA Updates
- Emergency Response Plan
- CARES Act DMO Relief Funding
 - Media Plan Deployment Round 1 Complete
 - Working on Round 2 Media Creation & Deployment

Absorbed Grant & Admin Duties

New Building – Moved in April 14, 2020

- Designing Sign Options
- Exploring “Photo Op” Features to add to sign

Flaming Gorge Tour

- Hired Staff – Lucy Diggins-Wold: Finalized 5/26/20
- Secured US Forest Service Special Use Permit
 - Created FG Tour Emergency Response Plan

Flaming Gorge Scenic Byway All-American Road Application: Application Submitted June 2020

- Waiting to hear back on application – Dec. 22, 2020

Arbor Day Poster Contest: GR Winner Presentation

- Lucy Presented Award - News Release

Google DMO:

- Chezney is working to Update Restaurant Listings

Social Media Local Campaign

- Chezney Posts Often
- Wildlife Wednesday with Lucy/Tourism Tuesdays

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

DestinationNEXT Tourism Assessment

- Survey Draft & Database Development – January
- Deployed Survey – February 2020/COVID-19 Specific August 2020
- Strategic Planning Session: September 15, 2020 – Received Plan Back 10-20-20

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)
 - Brochure Approved, Website Set Up
- Phase 4 “Train the Trainer:” November 2020
- Phase 5 Program Roll Out: January-February 2020

Rocky Mountain International Roundup: Casper, WY – April 2021 (CANCELED)

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

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

- Photos & News Release

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

AWARDED TOURNAMENTS!

Industry Newsletter

- Developing Template

Website Development & Launch: Launched March 2020

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

Brochure Development:

- Creating Time/Activity Specific Brochure
- Creating Restaurant Guide
- Finalized SWC Map

Commitments

- Jenissa reported that she did not make any commitments.
- 2. Measurables
 - i. Jenissa showed the board the Lodging Tax Collection chart & the Occupancy Rate chart.
- 3. Greg made a motion to approve the Director's report. Erika seconded. Motion passes (8-0)

L. Old Business

- 1. Ratify Email Vote: Auditor Engagement - \$6,750
 - i. Erika made a motion to approve the email vote for the auditor engagement. Devon seconded. Motion passes (8-0).

M. New Business

- 1. Budget Amendment
 - i. Bridget made a motion to approve the budget amendment and read the budget amendment resolution aloud to account for carryover and the CARES ACT DMO Relief Funds received. Devon seconded. Motion passed (8-0).
- 2. Updated Miles Media Plan: \$300,000
 - i. Jenissa discussed the updated media plan with Miles media in the amount of \$300,000. Devon made a motion to approve the plan, Greg seconded. Motion passed (8-0).
- 3. CARES ACT DMO Relief Funds Round 2: \$58,868 & Round 3: \$48,716
 - i. Round 2: \$58,868
 - a) Jenissa discussed the Round 2 funding and proposed that it be spent on a digital sign in front of the visitor center that will convey COVID-19 specific messaging. Jenissa reported to the board that she had receive approval from the WOT/attorney to use the funds for the sign. Jenissa presented a proposal from the Allied Electric Sign and Awning company. The Rocky Mountain Power Grant will also be used towards the sign.
 - ii. Round 3: \$48,716
 - a) Jenissa discussed the Round 3 funding and proposed that it be spent on additional media to further leverage the efforts of the Round 1 media plan with COVID-19 specific messaging. She also recommended the addition of a Restaurant Guide, a digital meeting planning guide online, and additional print quantity for the travel guide with COVID-19 specific messaging.
 - iii. Greg made a motion to approve both Round 2 and Round 3 CARES ACT DMO Relief Funding plans presented. Devon seconded. Motion passed (8-0).

4. Lamar Billboard

- i. Jenissa discussed the billboard above the visitor center. She recommended using the board to promote the Flaming Gorge Tour from May to August, 2021. The total cost for both sides of that billboard during that time is \$5,950 and would come out of board discretion.
- ii. Devon made a motion to approve the billboard commitment. Stacy seconded. Motion passed (8-0).

5. Wyoming BEST Strategic Plan Review

- i. Jenissa reported to the board that she had received back the strategic plan from Young Strategies and recommended forming a subcommittee to review the plan. The board agreed and Jenissa will reach out to board members to schedule a meeting.

N. Adjournment

- 1. Jelly made a motion to adjourn at 6:30 PM. Greg seconded. Motion passed (8-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith