



Sweetwater County Travel & Tourism Board

December 8, 2020 | Zoom Meeting

- A. Call to Order
 - 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 - 1. Members Present: Bridget Renteria, Mark Lyon, Greg Bailey, Devon Brubaker, Erika Lee-Koshar, Stacy Colvin, Linda McGovern and Jelly Wood.
 - 2. Visitors, guests and staff: Jenissa Meredith and Chezney Leisch.
- C. Approval of Agenda
 - 1. Greg made a motion to approve the agenda as presented; Mark seconded (motion passed 8-0).
- D. Correspondence
 - 1. None
- E. Approval of Minutes
 - 1. Number 11, 2020
 - i. Devon made a motion to approve the meeting minutes from November 11, 2020. Greg seconded (motion passed 8-0).
 - 2. October 14, 2020
 - i. Erika made a motion to ratify the email vote to approve the meeting minutes from October 14, 2020. Mark seconded (motion passed 8-0).
- 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 #4311 to #4332 and an electronic payment of \$3,258.78 to EFTPS for federal taxes and payroll liabilities, and an electronic payment of \$3.50 to QuickBooks for automatic deposit in the amount of \$116,617.24 with voided check #4323 (typo). Greg seconded and Erika abstained (motion passed 7-0).
- H. Chairperson's Report
- I. Vice-Chairperson's Report
- J. Treasurer's Report
 - 1. Bridget reported making a deposit of \$18.53 as reimbursement from Jenissa for using the wrong card.
- K. Quarterly Written Report
 - 1. Jenissa discussed the quarterly written report from the Sweetwater Events Complex.
- L. 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
- Auditor Meetings
- SWC Pulse Committee Meeting
- WY Outdoor Council – Red Desert Tour Meeting
- SWC Outdoor Recreation Taskforce Meeting
- WOT: COVID-19 Weekly Virtual Meetings
- WOT- Virtual Fall Summit 10/21-22/20
- Statewide Lodging Tax Webinar
- Bandwango Meeting
- T&T Grant Committee Meeting & Strategic Planning
- Board Member Luncheon – Kim Strid
- T&T HR – Chezney 6 Month Evaluation

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
 - Created & Deployed Rounds 1-3 Marketing Plans
 - Completed Reporting

Absorbed Grant & Admin Duties

New Building – Moved in April 14, 2020

- Designing Sign Options
- Exploring “Photo Op” Features to add to sign
- Ordered New Sign/Electrical/Rock Work (CARES ACT DMO Relief Funds)

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
- Working on Marketing Plan 2021

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

- Waiting to hear back on application

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 – Creating Action Plan for Approval

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
Learning Website, Preparing for Field Test & Facilitator Training 1/25/21
- Phase 5 Program Roll Out: January-February 2020

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

- Template Completed
- Chezney Created Content Calendar/Deploying January 2021

Website Development & Launch: Launched March 2020

- WON TRAVEL STANDARD OF EXCELLENCE AWARD! National Web Marketing Association
- WON MAGELLIN GOLD AWARD! Travel Weekly

Brochure Development:

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

Photography: Flickr Account/Kaylee’s Photos & Design – Finishing Indoor Photos

Commitments

2. Jenissa reported a \$600 commitment for board member promotional items.
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. Erika seconded. Motion passes (8-0)

M. Old Business

1. Ratify Email Vote: November Bills - \$153,131.97
 - i. Mark made a motion to approve the email vote for the November bills. Erika seconded. Motion passes (8-0).
2. Ratify Email Vote: Slate of Officers
 - i. Bridget Renteria – Board Chair; Mark Lyon – Board Vice-Chair; Devon Brubaker – Board Treasurer; Stacy Colvin – Board Secretary.
 - a) Greg made a motion to approve the email vote for the Slate of Officers. Stacy seconded. Motion passes (8-0).
3. Ratify Email Vote: Snow Removal Contract
 - i. Greg made a motion to approve the email vote for the Snow Removal Contract for \$120 per removal. Mark seconded. Motion passes (8-0).

N. New Business

1. Grant Hearing
 - i. Jenissa discussed the consent agenda detailing the grant applications that the T&T grant committee had reviewed and their recommendations: WWCC State Spelling Bee for \$1,956, Overland Stage Stampede Rodeo for \$3,000, Shiver in the River for \$2,500, and Bud Cup Hockey Tournament for \$4,500. For a total of \$11,956. Devon made a motion to approve the consent agenda as presented, Stacy seconded. Motion passed (8-0).
2. 2020 Annual Report Creative Development
 - i. Jenissa discussed that the board had used adbay to create the last annual report and that she would like to contract with them again for an amount not to exceed \$3,500 for development and printing.
 - a) Mark made a motion to approve using adbay. Erika seconded. Motion passed (8-0).

O. Adjournment

1. Mark made a motion to adjourn at 6:22 PM. Stacy seconded. Motion passed (8-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date