



Sweetwater County Travel & Tourism Board

January 13, 2021 | 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, 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 9-0).
- D. Correspondence
 1. None
- E. Approval of Minutes
 1. December 8, 2020
 - i. Devon made a motion to approve the meeting minutes from December 8, 2020. Greg seconded (motion passed 9-0).
- F. Secretary-Signing of Minutes
 1. Stacy Colvin, Board Secretary signed the minutes.
- G. Payment of Bills
 1. Linda made a motion to approve checks #4333 to #4351 and the electronic payments of \$3,734.64 to EFTPS for federal taxes and payroll liabilities, and \$3.50 to QuickBooks for automatic deposit in the amount of \$82,251.73. Greg seconded (motion passed 9-0).
- H. Chairperson's Report
 1. Bridget reported that she received a call from the firm that conducted the T&T annual audit. The auditor reported to Bridget that the audit had gone well and that Jenissa Meredith does a great job of keeping everything organized and complete.
- I. Vice -Chairperson's Report
- J. Treasurer's Report
 1. Devon reported that he had not yet received the lodging tax check for deposit.
- K. Director's Report
 1. Jenissa reported on the following:

Attended Meetings

- WTIC Virtual Board Meeting/Legislative Updates/SWLT Call
- SEDC Advisory Council Meeting – Marketing
- DMO-CEO Zoom Meetings
- Miles Media Conference Calls
- GRCC Block Grant Monthly Meetings
- Auditor Meetings
- SWC Pulse Committee Meeting
- SWC Outdoor Recreation Taskforce Meeting

- Sweetwater County State Park Discussion
- WOT: COVID-19 Weekly Virtual Meetings
- Statewide Lodging Tax

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
- New Sign/Electrical/Rock Work

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 Program:

- 206 contributions made
- 144 photos uploaded
 - Currently over 800,000 views of photos uploaded
- 48 edits made

Social Media Local Campaign

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

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/Bitter Creek

DestinationNEXT Tourism Assessment

- Survey Draft & Database Development – January
- Deployed Survey – February 2020/COVID-19 Specific August 2020
- Strategic Planning Session: September 15, 2020 – Created Action Plan for Approval 1/21

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

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

AWARDED TOURNAMENTS!

Industry Newsletter

- Template Completed
- Chezy 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 – Almost Complete
- Completed Restaurant Guide/Printed
- Finalized SWC Map

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

Commitments

2. Jenissa reported that she had not made any purchased.
 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 (9-0)
- L. Old Business
1. Ratify December Bills (error) - \$118,935.81
 - i. Devon made a motion to approve the email vote for the corrected December bills. Greg seconded. Motion passes (9-0).
- M. New Business
1. FY 2019-20 Audit
 - i. Jenissa presented to audit report and stated that everything went well. Linda made a motion to approve the audit report as presented, Mark seconded. Motion passed (9-0).
 2. Non-Profit Proposal

- i. Jenissa discussed with the board the concept of developing a non-profit foundation to be able to raise money for projects that are outside of the scope of what lodging tax funds can be spent on. Darren Rudloff, the former CEO of Visit Cheyenne, is now a consultant and submitted a proposal to help SWCTT with the process. Visit Cheyenne and Visit Casper have non-profit foundations as well.
 - a) Greg suggested that the T&T attorney review the proposal from Rudloff before proceeding and with legal council's approval, he made a motion to approve the proposal in the amount of \$1,350. Mark seconded. Motion passed (9-0).

3. Strategic Plan

- i. Jenissa presented the action plan that she had created out of the findings from the DestinationNEXT/Wyoming Best program.
 - a) Devon made a motion to approve the plan. Mark seconded. Motion passed (9-0).

4. Triple T Productions Board Project

- i. Triple T Productions submitted a board project application to fund 2021 World Series Roping Event that is a Rock Springs qualifier and will bring in between 650-800 competitors.
 - a) Devon made a motion to approve the board project in the amount of \$6,000. Greg seconded. Motion passed (9-0).

5. WYDOT Aeronautics Marketing Grant for SWWYRA

- i. Jenissa discussed a marketing grant application that SWWYRA, along with other airports, will be submitting to WYDOT Aeronautics. Jenissa recommended that T&T write a letter of support for the application and stated that, should additional lodging tax funds become available following the COVID-19 pandemic, that the board would consider assisting with marketing funding in the future.
 - a) Linda made a motion to approve the letter of support. Greg seconded. Devon abstained. Motion passed (8-0).

N. Adjournment

- 1. Devon made a motion to adjourn at 6:03 PM. Stacy seconded. Motion passed (9-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date