



Sweetwater County Travel & Tourism Board

February 10, 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, Devon Brubaker, Stacy Colvin, Linda McGovern, Kim Strid and Jelly Wood.
 2. Visitors, guests and staff: Jenissa Meredith and Chezney Leisch.
- C. Approval of Agenda
 1. Mark made a motion to approve the agenda as presented; Linda seconded (motion passed 7-0).
- D. Correspondence
 1. None
- E. Quarterly Block Grant Reports
 1. The Rock Springs Chamber of Commerce, Green River Chamber of Commerce and the Sweetwater Events Complex provided presentations regarding how each block grant had been utilized in the last quarter.
- F. Approval of Minutes
 1. January 13, 2021
 - i. Devon made a motion to approve the meeting minutes from January 13, 2021. Stacy seconded (motion passed 7-0).
- G. Secretary-Signing of Minutes
 1. Stacy Colvin, Board Secretary signed the minutes.
- H. Payment of Bills
 1. Devon made a motion to approve checks #4352 to #4371 and the electronic payments of \$3,368.74 to EFTPS for federal taxes and payroll liabilities, and \$3.50 to QuickBooks for automatic deposit in the amount of \$53,333.10. Greg seconded (motion passed 7-0).
- I. Chairperson's Report
 1. Bridget mentioned that she participated in the field test for the CTA program on January 25th and that it went well and is a great program.
- J. Vice -Chairperson's Report
 1. Mark also mentioned that he had participated in the field test for the CTA program and felt that it went really well.
- K. Treasurer's Report
 1. Devon reported that he had made a deposit on February 10, 2021 in the amount of \$59,864.11.
- L. 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

- RSCC Block Grant Monthly Meetings
- SWC Outdoor Recreation Taskforce Meeting – Steering Committee
- 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

2020 Annual Report

- Completed
- Presented @ RS City Council & SWC Commissioners/KREO Radio & Radio Network

Rocket Miner Progress Edition

- Completed & Submitted

New Building – Moved in April 14, 2020

- Designing Sign Options
- Exploring “Photo Op” Features to add to sign
- New Sign/Electrical/Rock Work
- Messaging Board Installed

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
 - 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

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
 - Attend CTA Virtual Summit
 - Field Test Completed 1/25/20 & March-June Dates Set/Sent Invitations

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

AWARDED TOURNAMENTS!

Industry Newsletter

- Deployed January 2021
- Working on February

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/Printed & Doing Sweetwater NOW Promo
- 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 (7-0)

M. Old Business

N. New Business

1. Depository of Public Funds

- i. Devon made a motion to continue to use Commerce Bank as the board's official depository of public funds. Mark seconded. Motion passed (7-0).
 2. STR Report
 - i. Devon made a motion to renew the subscription for the STR lodging occupancy report in the amount of \$2,200. Stacy seconded. Motion passed (7-0).
 3. KUTV 2 News Road Trippin Campaign
 - i. Mark made a motion to approve the contract with KUTV2 News to feature Sweetwater County in the next Road Trippin' campaign in the amount of \$7,500. Devon seconded. Motion passed (7-0).
 4. Annual Report 2020
 - a) Jenissa presented the 2020 Annual Report to the board.
- O. Adjournment
 1. Mark made a motion to adjourn at 6:23 PM. Linda seconded. Motion passed (7-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date