



Sweetwater County Travel & Tourism Board
March 10, 2021 | Sweetwater Events Complex

- A. Call to Order
 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 1. Members Present: Greg Bailey, Devon Brubaker, Mark Lyon and Bridget Renteria. Email votes were collected from Erika Lee-Koshar, Stacy Colvin & Angelica Wood for all action items.
 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 7-0).
- D. Correspondence
 1. None
- E. Approval of Minutes
 1. February 10, 2021
 - i. Devon made a motion to approve the meeting minutes from February 10, 2021. Greg seconded (motion passed 7-0).
- F. Secretary-Signing of Minutes
 1. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- G. Payment of Bills
 1. Devon made a motion to approve checks #4372 to #4389 and the electronic payments of \$3,368.78 to EFTPS for federal taxes and payroll liabilities, direct deposits for payroll and \$3.50 to QuickBooks for automatic deposit in the amount of \$52,982.54. Mark seconded (motion passed 7-0).
- H. Chairperson's Report
 1. Bridget mentioned the Green River Board Reappointment- Kim Strid (2nd Term)
 2. Bridget also recognize that this was the last board meeting for Greg Bailey (2012-2021) and thanked him for his service.
 - i. Jenissa served cake and Bridget, Mark & Devon presented Greg Bailey with a small clock in recognition of his service.
- I. Vice -Chairperson's Report
 1. Mark also said goodbye to Greg Bailey and thanked him for his service. Mark said that he learned a lot from Greg.
- J. Treasurer's Report
 1. Devon reported that he had made a deposit on March 11, 2021 in the amount of \$62,222.25.
- K. Director's Report
 1. Jenissa reported on the following:

Attended Meetings

- WTIC Virtual Board Meeting/Legislative Session Updates/SWLT Call

- SEDC Advisory Council Meeting
- DMO-CEO Zoom Meetings
- Miles Media Conference Calls
- GRCC Strategic Planning Session
- All-American Road Grant Application Planning Call
- RS Beautification - Chair
- T&T Grant Committee
- SWC Outdoor Recreation Taskforce Meeting – Steering Committee
- WOT: COVID-19 Weekly Virtual Meetings

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, GR City Council, SWC Commissioners/KREO Radio & Radio Network

Rocket Miner Progress Edition

- Ran March 2021

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/Brochure/Presentations/Billboard Creative/Miles Marketing Plan Focus
- Kicking Off Tour June 2021!

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

- Designated as All-American Road!

Google DMO:

- Chezney is working to Update Restaurant Listings

Social Media Local Campaign

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

Certified Tourism Ambassador Program

- Phase 5 Program Roll Out: January-February 2020
- Attend CTA Virtual Summit
- Field Test Completed 1/25/20 & March-June Dates Set/Sent Invitations

- Hosted March 4th Web Class – Certified 14 people!

Lodging Association: R.E.A.C.H. Awards Winter 2021

- Photos & News Release

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

- AWARDED TOURNAMENTS!

Industry Newsletter

- Deployed February 2021
- Working on March

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/Andy Austin - August Shoot

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. Greg made a motion to approve the Director's report. Mark seconded. Motion passes (7-0)

L. Old Business

M. New Business

1. Grant Hearing
 - i. Mark made a motion to approve the consent agenda to fund:
 - a) SW Rodeo Club HS & JH Rodeo: \$3,000
 - b) SW WY Equine Classic AQHA & Open: \$3,000
 - c) Rudy Gunter Wrestling Tournament: 2,500
 - d) Flaming Gorge Days: \$2,500 plus \$1,000 marketing bonus
 - e) Quilting on the Green: \$2,500 plus \$1,000 marketing bonus and required check in sheets
 - f) Blues & Brews: \$2,265 plus \$1,000 marketing bonus
 - g) Art on the Green: \$2,500 plus \$1,000 marketing bonus in conjunction with River Festival advertising.
 - ii. Total of grant hearing of \$22,265. Greg seconded. Motion passed (7-0).
2. Summer Quick Guide
 - i. Greg made a motion to approve the funding of the Summer Quick Guide in the amount of \$2,000. Mark seconded. Motion passed (7-0).
3. Andy Austin-August Photo Shoot

- i. Greg made a motion to approve the funding to Andy Austin for the August Photo Shoot in the amount of \$4,000. Devon seconded. Motion passed (7-0).
 4. Board Project Application
 - i. Greg made a motion to approve the funding for the Backcountry Discovery Routes: Motorcycle Route in the amount of up to \$2,000. Mark seconded. Motion passed (7-0).
 5. Board Project Application
 - i. Mark made a motion to approve the funding for the Dylan Bear Sweetwater Adventure Books for the State Chamber of Commerce Conference in the amount of \$1,497.50. Greg seconded. Motion passed (7-0).
- N. Adjournment
1. Greg made a motion to adjourn at 6:23 PM. Devon seconded. Motion passed (7-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date