



Sweetwater County Travel & Tourism Board
May 12, 2021 | WWCC, Green River Center

- A. Call to Order
 - 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 - 1. Members Present: Devon Brubaker, Mark Lyon, Bridget Renteria, Cory Gardner, Angelica Wood, Janet Hartford, and Kim Strid.
 - 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; Jelly seconded (motion passed 7-0).
- D. Correspondence
 - 1. None
- E. Approval of Minutes
 - 1. March 10th & April 14th, 2021
 - i. Mark made a motion to approve the meeting minutes from March 10th and April 14th, 2021. Devon 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 #4411 to #4428 and the electronic payments of \$3,368.76 to EFTPS for federal taxes and payroll liabilities, direct deposits for payroll and \$3.50 to QuickBooks for automatic deposit in the amount of \$108,723.18. Mark seconded (motion passed 7-0).
- H. Chairperson's Report
 - 1. Bridget introduced and welcomed the new Rock Springs Board Appointment Cory Gardner.
- I. Vice -Chairperson's Report
 - 1. Mark welcomed Cory as well.
- J. Treasurer's Report
 - 1. Devon reported that he had made a deposit in the amount of \$43,622.03.
- K. Director's Report
 - 1. Jenissa reported on the following:

Explore RS & GR Visitor Center

June 1st - Opening M-F 9-5pm

New Board Member Orientation

Cory Gardner – 3/23/21

Chezney 1-Year Evaluation – 4/6/21

Hired 2 Seasonal Part-Time Visitor Assistants

Sophie Spicer & Kaylee Lundgren

Flaming Gorge Tour

- Securing US Forest Service Special Use Permit
- Deploying In-House Marketing Plan 2021
 - Brochure Created & Disseminated
 - Radio Interviews – Al Harris, Tom Ellis & Jonny K
 - Billboard Is Up!
 - Miles Marketing Plan Focus
- Lucy Presented to RS Rotary
- Jenissa Presented to RS Kiwanis
- Jenissa & Lucy Presenting @ RSCC Luncheon – 5/13/21 (GRCC in June)
- June 3rd Board Tour

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

- Ribbon Cutting: June 9th at 4pm at FG Gateway sign on Hwy 191
 - Elected Official, Byway Partners Invited & KUTV2 News Coverage

National Travel and Tourism Week

- May 2-8, 2021
 - “Engine” Video Created in Partnership with SEDC & WWCC/ Created & accompanied for shoot list, chose music, wrote script, worked with videographer on theme and order of video.
 - Presented Video to County Commissioners & RS City Council – 5/4/21
 - Goodie bags to the hotel employees
 - WOT Mayoral Virtual Proclamation

Sweetwater County Outdoor Recreation Collaborative

- Inviting Members
- Creating Structured Group
- Developing a List of Projects
- Discussion with SWOT out of Uinta County to join trails

Red Desert Tour – June 7th

Mike Kusiek – Red Desert Opportunities & Birding Development

Google DMO:

Chezney working to assist businesses

Social Media Local Campaign: Chezney

Posts Often

1 Perfect Day in SWC for WOT

RS Beautification/Tree Committee - Chairwoman

Working on Gateway Plan & Funding/Bitter Creek

Certified Tourism Ambassador Program

- March, April and May Web Classes Completed
- 42 CTA to Date!
- One last virtual class on June 10th
- In-Person Classes starting in September 2021
- Networking Event: May 19th @ RS Library/CFAC 5:30-7pm

Lodging Association:

- Quarterly R.E.A.C.H. Awards – Media Coverage
- Break for Summer

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

AWARDED TOURNAMENTS!

Industry Newsletter: Chezney

- Deployed March & April 2021
- Working on May

Brochure Development:

- Time to Explore Brochure Complete
- Summer Quick Guide 2021 Complete
- Restaurant Guide Complete

Photography: Flickr Account/Andy Austin - August Shoot

Attended Meetings

- WTIC Virtual Board Meeting
- SEDC Advisory Council Meeting
- DMO-CEO Zoom Meetings
- Miles Media Conference Calls
- RS Beautification - Chair
- T&T Finance Committee
- SWC Outdoor Recreation Taskforce Meeting – Steering Committee
- WOT: COVID-19 Weekly Virtual Meetings
- RSHS Band Instructor – January 2022 Conference
- Citizens for the Red Desert – 4/7/21
- Little America Wyoming Call
- Non-Profit Development Consultant

Measurables

- Web Site & social media
- Lodging Tax Collection
- Occupancy Rate

Purchases

- FG Tour Keychains: \$682

Measurables

Jenissa showed the board the Lodging Tax Collection chart & the Occupancy Rate chart. Mark made a motion to approve the Director's report. Kim seconded. Motion passes (7-0).

L. Old Business

1. Ratify April Bills Email Vote: \$99,418.73
2. Ratify NTTW Video Email Vote: \$2,000
3. Ratify Flaming Gorge Tour Ad Campaign: \$5,000
 - i. Devon made a motion to approve the old business. Mark seconded. Motion passes (7-0).

M. New Business

1. Presentations

- i. Rock Springs Chamber of Commerce – Rick Lee & Veronica Donaldsen
 - a) FY 2021-22 Block Grant Request
- ii. Green River Chamber of Commerce – Lisa Herrera & Jeremy Gibson
 - a) FY 2021-22 Block Grant Request
- iii. Sweetwater Events Complex – Kandi Pendleton
 - a) FY 2021-22 Block Grant Request

N. Adjournment

- 1. Mark made a motion to adjourn at 6:45 PM. Kim seconded. Motion passed (7-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date