



Sweetwater County Travel & Tourism Board
July 14, 2021 | Rock Springs, Wyoming 82901

- A. Call to Order
 - i. Bridget Bernard called the meeting to order at 5:30 PM
- B. Roll Call
 - i. Members Present: Bridget Bernard, Mark Lyon, Stacy Colvin, Kim Strid and Cory Gardner. Email votes were collected from Janet Hartford, Devon Brubaker and Jelly Wood for all action items.
 - ii. Visitors, guests and staff: Jenissa Meredith, Chezney Goglio & Karen Ruby.
- C. Approval of Agenda
 - i. Mark made a motion to approve the agenda as presented; Kim seconded (motion passed 8-0).
- D. Correspondence
 - i. None
- E. Approval of Minutes
 - i. May 12, 2021
 - a) Mark made a motion to approve the meeting minutes from May 12, 2021. Kim seconded (motion passed 8-0).
 - ii. June 9, 2021
 - a) Mark made a motion to approve the meeting minutes from June 9, 2021. Kim seconded (motion passed 8-0).
- F. Secretary-Signing of Minutes
 - i. Stacy Colvin, Board Secretary signed the minutes.
- G. Payment of Bills
 - i. Mark made a motion to approve checks #4429 to #4448 and an electronic payment of \$3,368.74 to EFTPS for federal taxes and payroll liabilities, in the amount of \$97,030.11. Stacy seconded (motion passed 8-0).
- H. Committee Report
 - i. Executive Board Committee: Bridget Bernard, Mark Lyon & Devon Brubaker
 - a) Jenissa Meredith – Performance Evaluation
 - a. Mark and Bridget stated that the executive committee had conducted Jenissa’s performance evaluation and stated that she has done really well and that they appreciate all that she does.
- I. Chairperson’s Report
 - i. CTA Program – Bridget commended the CTA program.
- J. Vice -Chairperson’s Report

- i. CTA Program – Mark also also commended the CTA program and asked if the WOT new funding structure would provide for any other funding availability locally. Jenissa stated that she had given feedback to the state as to what projects would need additional support locally.
- K. Treasurer’s Report
 - i. Devon will be contacted for deposit report.
- L. Director’s Report
 - i. Committees, Commitments & Attended Meetings
 - a) Jenissa reported on the meetings she attended since the last board meeting that included, WTIC Virtual Board Meeting/Legislative Updates, SEDC Advisory Council, Chamber Block Grant Meetings, Farson Visitor Services Block Grant Call, Governor Luncheon @ WWCC, Director Meetings, DMO-CEO Zoom Meetings, Miles Media Conference Calls, T&T Finance Committee Meetings, T&T Grant Committee, T&T Executive Committee Meeting, SWC Outdoor Recreation Taskforce Meetings- Steering Committee, WOT: COVID-19 Weekly Virtual Meetings, WWCC Community Education Courses Advisory Board.

ii. Jenissa reported on the following projects:

Absorbed Administrative Assistant/Grant Specialist Positions

Hired & Managing Part-Time Summer Visitor Assistants

Performance Evaluation – June 18, 2021

Tested Sand Boards in the Killpecker Sand Dunes

Go RVing

- TV Commercial Planning – Recommended Firehole Location & Gave Details
- 20-30 RVs from Escapee Rally

Gateway Mountain Biking Trails System

- Serve on Steering Committee
- Assisting with Signage Plan

Flaming Gorge Tour

- Secured US Forest Service Special Use Permit
- Deployed In-House Marketing Plan 2021
- Chamber Luncheon Presentations: May/June
- Lucy Hosted 5 Tours So Far with 5 Star Reviews!
- Farmer's Market Booths

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 Officials, Byway Partners Attended & KUTV2 News Covered Event

Indoor Sports Facility Discussion – July 27, 2021

Sweetwater County Outdoor Recreation

Collaborative

- Invited 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
- Rock Springs Arbor Day Event PR – May 21, 2021

Certified Tourism Ambassador Program

- March, April, May & June Web Classes Completed
- 52 CTA to Date!
- In-Person Classes starting in October 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 May 2021
- Working on August

Brochure Development:

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

Photography

- Flickr Account/Andy Austin - August Shoot

iii. Measurables

- a) Jenissa showed the board the Website and social media, Lodging Tax Collection chart & the Occupancy Rate chart.
- b) Mark made a motion to approve the Director's report. Stacy seconded. Motion passes (8-0).

M. Presentation

1. Karen Ruby with Miles Partnership presented the favorable results of the 2020-21 marketing campaign and reviewed the proposed 2021-22 marketing plan.

N. Old Business

i. Ratify June Email votes

- a) Consent Agenda-Grant Hearing: \$28,950
 - a. Green River Knights Invitational: \$5,950
 - b. Artember Event: \$2,000
 - c. River Festival: \$5,000 & \$1,000 Marketing Bonus

- d. Red Desert Roundup Rodeo: \$5,000 & \$1,000 Marketing Bonus.
 - e. 307 Cornhole (July): \$2,500
 - f. 307 Cornhole (August): \$2,500
 - g. Co-Ed Tough Turkey Volleyball: \$ 1,000
 - h. Runnin' & Gunnin' @ the Sweetwater: \$3,000
 - i. Mark made a motion to approve the Consent Agenda. Kim seconded. Motion passes (8-0).
 - b) June Bills- \$97,030.11
 - a. Stacy made a motion to approve the June bills. Cory seconded. Motion passes (8-0).
 - ii. Runnin' & Gunnin' Event Board Project-
 - a) Jenissa Reported that she reached out the the event organizers following the grant committee recommendations about them gaining non-profit status and they do not have any plans to do so.
 - a. Mark made a motion to continue to approve \$3,000.00 to Runnin' & Gunnin'. No one seconded. Janet and Devon abstained from voting. Motion dies.
 - iii. CARES Act DMO Relief Funds
 - a) Jenissa informed the board that they had received \$292,746 in CARES Act DMO Relief Funding and they would amend the budget to account for those funds at the August meeting.
- O. Budget Hearing
 - i. Mark made a motion to exit the regular board meeting and enter the budget hearing. Stacy seconded. Motion passed (8-0).
 - ii. Budget was discussed and resolution approved for \$1,420,000.00
 - iii. Devon made a motion to approve the Sweetwater County Travel & Tourism 2021-2022 Budget in the amount \$1,420,000.00. Mark seconded. Motion passed (8-0).
 - iv. Mark made a motion to exit the budget hearing and enter back into the regular board meeting. Stacy seconded. Motion passed (8-0).
- P. New Business
 - i. Rock Springs Chamber of Commerce (RSCC) Block Grant Request
 - a) Stacy made a motion to approve the RSCC grant request in the amount \$34,000. Kim seconded. Mark abstained from

voting. Three additional votes were obtained via email from Janet Hartford, Jelly Wood and Devon Brubaker. Motion passes (7-0).

- ii. Green River Chamber of Commerce (GRCC) Block Grant Request
 - a) Mark made a motion to approve the GRCC grant request in the amount \$32,000. Stacy seconded. Motion passed (8-0).
- iii. Sweetwater Event Center (SEC) Block Grant Request
 - a) Mark made a motion to approve the SEC block grant in the amount \$50,000 for advertising. Stacy seconded. Janet abstained from voting. Motion passed (7-0).
- iv. Miles Media Marketing Plan
 - a) Mark made a motion to approve the Miles Media Marketing Plan in the amount of \$300,000. Cory seconded. Motion passed (8-0).

Q. Adjournment

- i. Mark made a motion to adjourn at 6:00 PM. Kim seconded. Motion passed (8-0).

Stacy Colvin

Secretary's signature

Date

Minutes submitted by Jenissa Meredith