



Sweetwater County Travel & Tourism Board
August 11, 2021 | Rock Springs, Wyoming 82901

- A. Call to Order
 - 1. Bridget Bernard called the meeting to order at 5:30 PM
- B. Roll Call
 - 1. Members Present: Bridget Bernard, Devon Brubaker, Linda McGovern, Erika Lee-Koshar, Kim Strid and Jelly Wood.
- C. Visitors, guests, and staff: Jenissa Meredith and Chezney Leisch.
- D. Approval of Agenda
 - 1. Linda made a motion to approve the agenda as presented; Jelly seconded (motion passed 6-0).
- E. Correspondence
 - 1. None
- F. Approval of Minutes
 - 1. Erika made a motion to approve the meeting minutes from July 14th, 2021. Kim seconded (motion passed 6-0).
- G. Secretary-Signing of Minutes
 - 1. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- H. Payment of Bills
 - 1. Devon made a motion to approve checks #4470 through #4497 and an electronic payment of \$3,368.78 to EFTPS for federal taxes and payroll liabilities, in the amount of \$81,883.08. Jelly seconded (motion passed 6-0).
- I. Chairperson's Report
 - 1. Bridget discussed an incident that the staff had experienced regarding a harassing caller and how it was handled and resolved. Bridget suggested adding security to the Flaming Gorge tours in the future.
- J. Vice -Chairperson's Report
 - 1. None
- K. Treasurer's Report
 - 1. Devon reported that he had made a deposit but did not have the details with him and would share that information with Jenissa later.
- L. Quarterly Reports
 - 1. The RSCC, GRCC and SEC each made in person quarterly reports to the board.
- M. Director's Report
 - 1. Committees, Commitments & Attended Meetings
 - i. Jenissa reported on the meetings she attended since the last board meeting that included, WTIC Virtual Board Meeting, SEDC Advisory Council Meetings, Chamber Block Grant Meetings,

Director Meetings, DMO-CEO Zoom Meetings, Miles Media Conference Calls/DAM Training, Green Belt Meetings, SWC Outdoor Recreation Taskforce Meeting-Steering Committee, WOT: COVID-19 Weekly Virtual Meetings.

ii. Jenissa reported on the following projects:

Absorbed Administrative Assistant/Grant Specialist Positions

Hired & Managing Part-Time Summer Visitor Assistants

Industry Relations Specialist Position

- Developing Job Description

Marketing & Operations Specialist

- Chezney Title Change

Photo Shoot: Andy Austin

- August 2-4, 2021

Escapee Rally Information Booth @ SEC

- July 18-21, 2021

CARES ACT DMO Relief Funding

- Developed Plan for other Projects
- Sign on Building
- Trailer/Sand Boards etc.
- Waiting on Approval from WOT

Go RVing

- TV Commercial Shoot: July 28-31, 2021
- They Took Firehole Canyon Recommendation from T&T
- 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
- Lucy Hosted 8 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 Official, Byway Partners Attended & KUTV2 News Covered Event
- Working on FHWA Application for Funding

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
- Finalized Charter: August 5, 2021

Google DMO:

- Chezney working to assist businesses

Social Media Local Campaign: Chezney

- Posts Often

RS Beautification/Tree Committee - Chairwoman

- Working on Gateway Plan & Funding/Bitter Creek

Certified Tourism Ambassador Program

- March, April, May & June Web Classes Completed
- 52 CTA to Date!
- In-Person Classes starting in October 2021
- In-Person Facilitator Training Scheduled

Lodging Association:

- Quarterly R.E.A.C.H. Awards – Media Coverage
- September 16, 2021
- Hampton Inn in RS

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

AWARDED TOURNAMENTS!

Industry Newsletter: Chezney

- Deployed July 2021
- Working on August

Brochure Development:

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

Photography

- Planning for Video Shoot August 24-26, 2021
- Created Schedule
- Determining Models

iii. Measurables

a) Jenissa showed the board the Website & social media, Lodging Tax Collection chart & the Occupancy Rate chart.

iv. Devon made a motion to approve the Director's report. Erika seconded. Motion passes (6-0)

N. Old Business

1. None

O. New Business

1. Budget Amendment

i. Devon read the budget amendment to account for CARES Act DMO Relief funds aloud and made a motion to approve the Budget Amendment. Linda seconded. Motion passed (6-0).

2. CARES ACT DMO Relief Funds – Media Plan

i. Jenissa described to the board that they had receiving \$292,746 in DMO Relief funds from the CARES Act to be used before December 2021 to re-target potential visitors to Wyoming. The media plan and other projects must include safety information regarding COVID-19 or be in direct response to the COVID-19 pandemic.

a) \$150,000 - Media Plan.

- a. Linda made a motion to approve \$150,000 for the Media Plan. Devon seconded. Motion passed (6-0).
 - b) \$142,746 - Other Projects.
 - a. Devon made a motion to approve the amount to be used towards other projects approved by WOT. Linda seconded. Motion passed (6-0).
 - 3. Red Desert Map Board Project
 - i. Erika made a motion to approve \$3,000 for the Red Desert Map Board Project. Devon seconded. Motion passes (6-0).
- P. Adjournment
 - 1. Erika made a motion to adjourn at 6:30 PM. Linda seconded. Motion passed (6-0).

Stacy Colvin

Secretary's signature

Date

Minutes submitted by Jenissa Meredith