



## Sweetwater County Travel & Tourism Board

November 10th, 2021 | Green River, WY 82935

- A. Call to Order
  - 1. Bridget Bernard called the meeting to order at 5:30 PM
- B. Roll Call
  - 1. Members Present: Bridget Bernard, Cory Gardner, Devon Brubaker, Janet Hartford, Erika Lee Koshar, and Mark Lyon.
  - 2. Visitors, guests and staff: Jenissa Meredith, Chezney Leisch and Hannah Putnam.
- C. Approval of Agenda
  - 1. Mark made a motion to approve the agenda as presented; Erika seconded (motion passed 6-0).
- D. Correspondence
  - 1. None
- E. Public Comment
  - 1. None
- F. 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.
- G. Approval of Minutes
  - 1. Mark made a motion to approve the meeting minutes from September 8th, 2021 and October 13th, 2021. Cory seconded (motion passed 6-0).
- H. Secretary-Signing of Minutes
  - 1. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- I. Payment of Bills
  - 1. Devon made a motion to approve checks #4547 to #4565 and an electronic payment of \$4,338.04 to EFTPS for federal taxes and payroll liabilities, in the amount of \$138,236.75. Mark seconded (motion passed 6-0).
- J. Chairperson's Report
  - 1. Rock Springs Re-Appointment: 2nd term Devon Brubaker
- K. Vice -Chairperson's Report
  - 1. Attended Tourism Master Plan meeting and it went well.
- L. Treasurer's Report
  - 1. Devon reported a deposit of \$163,157.93
- 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, Tourism Master Plan Meeting, SCORC Meetings, FG Scenic Byway Meetings, RS Beautification Meetings, Auditor Meetings, CTA Meetings, SWC Lodging Assoc. Meetings, DMO-CEO Zoom Meetings, Miles Media Conference Calls, WOT: COVID-19 Weekly Virtual Meetings.

2. Jenissa reported on the following projects:

### **Absorbed Administrative Assistant Position**

#### **Training Industry Relations Specialist**

- Hannah Putnam
- Grant Program
- CTA Program
- Event Recruitment

#### **Annual Audit**

- Submitted Materials
- Answered Questions
- Obtain Signatures

#### **Miles Marketing Plan**

- New Photo & Video Storage System
- Video Shoot Aug. 31-Sept. 2 – Went Well!
- New Campaign Creative!
- “This is how we Dune It, Explore It, Gorge It, Fish It” etc.

#### **CARES ACT DMO Relief Funding Rounds 1 & 2**

- Media Plan – Being Deployed
- Sign on Building – In Fabrication Phase
- Drone, Camera, Remote Workstations Being Utilized
- Workforce Recruitment Board is Live
- AlivePromo Visitor Center Display Ordered

#### **Tourism Master Plan**

- 1<sup>st</sup> Steering Committee Meeting – Nov. 8<sup>th</sup>
- Compiled Plans for Review

#### **Gateway Mountain Biking Trails System**

- Serve on Steering Committee
- Assisting with Signage Plan

- Voted on Name – Mustang Loop Trail

### **Sand Boarding**

- Looking at Van
- Ordered Boards
- Working on Insurance Policy

### **Flaming Gorge Tour**

- Developing 2022 Plan
- New Lunch Location
- Trip Advisor Ticket Sales
- Lucy Attending Travel Shows

### **Events/FG Tours**

- Motorcoach FAM: Sept. 16<sup>th</sup> – Went Well
- NEWMAR Rally: July 2022 – Planning Tours
- State Dental Assoc. Conference: June 2022 – Planning Tours

### **Flaming Gorge Scenic Byway All-American Road**

#### **Application: Application Submitted June 2020**

- Working on FHWA Application for Funding
- Met with Utah FG Uinta Basin Scenic Byway Committee – Updating CMP & Applying for AAR Designation – Oct. 28, 2021

### **Indoor Multi-plex Discussion**

- Call with Darren Rudloff – Possible ARA ED Funding
- Met August 10, 2021

### **Sweetwater County Outdoor Recreation Collaborative**

- Serving on Steering Committee
- Finalized Charter: August 5, 2021
- Finalizing List of Priority Projects

### **RS Beautification/Tree Committee - Chairwoman**

- Working on Gateway Plan & Funding/Bitter Creek
- Submitted Funding Request to WYDOT Oct. 2021

### **Certified Tourism Ambassador Program**

- In-Person Class November 10, 2021
- Classes Scheduled for Dec. 2021-April 2022
- Planning Networking Event for Dec. 2021

### **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!
- Moved to 2023-2024 due to COVID-19 Pandemic

### **Industry Newsletter: Chezney**

- Working on November

### **Brochure Development:**

- Restaurant Guide Distributed/Reprinting Now
- Weekly Event Tear-Off Pads

#### 3. Measurables

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

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

#### N. Old Business

##### 1. Ratify October Email Vote

- i. Bills: \$88,408.73
- ii. Snow Removal Contract: Jackman Construction
- iii. Tourism Master Plan: \$15,000

- a) Devon made a motion to approve the October Email Vote. Erika seconded. Motion passes (6-0).

##### 2. 2021-2022 SEC Block Grant Amendment: \$70,000

- i. Mark made a motion to approve the 2021-2022 SEC Block Grant Amendment. Devon seconded. Erika abstained. Motion passes (5-0)

#### O. New Business

##### 1. Budget Amendment

- i. Devon made a motion to approve the Budget Amendment to account for additional CARES Act Funding in the amount of \$27,951.38. Mark seconded. Motion passed (6-0).
  2. CARES ACT Funding 2021 Round 2 Plan
    - i. Erika made a motion to approve the CARES ACT Funding plan. Janet seconded. Motion passed (6-0).
  3. T&T Committee Update – Jenissa reviewed the committee list with the board members and asked if anyone wanted to be added or removed from the T&T committees.
  4. Audit Report FY 2020-21 – Jenissa stated that the audit was finalized and that it went well and that she would distribute printed copies in December.
- P. Adjournment
1. Janet made a motion to adjourn at 6:15 PM. Cory seconded. Motion passed (6-0).

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Stacy Colvin

*Secretary's signature*

Minutes submitted by Jenissa Meredith

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Date