



Sweetwater County Travel & Tourism Board
September 8, 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, Kim Strid, Cory Gardner, Stacy Colvin, Mark Lyon, Dominic Wolf, Janet Hartford, and Jelly Wood.
 - 2. Visitors, guests, and staff: Chezney Leisch.
- C. Approval of Agenda
 - 1. Mark made a motion to approve the agenda as presented; Jelly seconded (motion passed 8-0).
- D. Correspondence
 - i. None
- E. Public Comment
 - i. None
- F. Presentations
 - i. Grant Applications- Tom, Music For Vets
- G. Approval of Minutes
 - i. Mark made a motion to approve the meeting minutes from August 11th, 2021. Stacy seconded (motion passed 8-0).
- H. Secretary-Signing of Minutes
 - i. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- I. Payment of Bills
 - i. Mark made a motion to approve checks #4498 to #4521 and an electronic payment of \$7,664.74 to EFTPS for federal taxes and payroll liabilities, in the amount of \$202,645.84. Jelly seconded (motion passed 8-0).
- J. Chairperson's Report
- K. Vice -Chairperson's Report
- L. Treasurer's Report
 - i. Janet will be contacted for deposit report.
- M. Director's Report
 - i. Committees, Commitments & Attended Meetings
 - a) Jenissa's director's report reflected the meetings she attended since the last board meeting that included, WTIC Virtual Board Meeting, SEDC Advisory Council Meetings, T&T Grant Committee Meeting, T&T Finance Committee Meeting, Chamber Block Grant Meetings, Director Meetings, Possible Multi-Plex Meeting, DMO-CEO Zoom Meetings, Miles Media Conference Calls, WOT: COVID-19 Weekly Virtual Meetings.

2. Jenissa's report provided updates on the following projects:

Absorbed Administrative Assistant/Grant Specialist Positions

Hired Industry Relations Specialist

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

Photo Shoot: Andy Austin

- August 2-4, 2021
- Went Well!

Video Shoot

- Created Schedule
- Determining Models

Miles Marketing Plan

- New Photo & Video Storage System
- Video Shoot Aug. 31-Sept. 2- Went Well!
- New Campaign Creative!

CARES ACT DMO Relief Funding

- Developed Plan for other Projects
- Media Plan- Being Deployed
- Sign on Building- In Permitting Phase
- Trailer/Sand Boards etc. - Not Approved

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!
- Developing 2022 Plan

Events/ FG Tours

- Motorcoach FAM: Sept. 16th
- NEWMAR Rally: July 2022
- State Dental Assoc. Conference: June 2022

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 Multi-Plex Discussion

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

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 Sept. 20th
- Training on CTA new website- Aug. 23-26 & Sept. 8-16

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 August 2021- Featured CTA program
- Working on September

Brochure Development:

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

3. Measurables
 - i. The Website & social media, Lodging Tax Collection chart & the Occupancy Rate chart were presented.
4. Mark made a motion to approve the Director's report.
 - i. Jelly seconded. Motion passes (8-0).

- N. Old Business
 1. Ratify Email Vote
 - i. Northwest USA Spotlight FAM: \$2,800
 - a) Mark made a motion to approve the Ratify Email Vote. Jelly seconded. Motion passes (8-0).

- O. New Business
 1. Budget Amendment
 - i. Mark made a motion to approve the Budget Amendment. Cory seconded. Motion passed (8-0).
 2. DMA West Education Summit: \$1,600
 - i. Janet made a motion to approve the DMA West Education Summit. Jelly seconded. Motion passes (8-0).
 3. Grant Hearing
 - i. Consent Agenda
 - a. GRHS Flaming Gorge Classic: \$6,000
 - b. GRHS Thoman Invitational: \$6,000
 - c. RS Avengers/Rock Challenge Soccer: \$6,000
 - d. Dec. Dunk Basketball Jamboree (Civic Programs):\$6,000
 - e. RS Renewal Fund- Snowman Stroll: \$6,000
 - f. Run the Red: \$1,650
 - g. Music for Vets: \$500
 - ii. Janet made a motion to approve the Grant Hearing. Jelly seconded. Motion passed (8-0).

- P. Adjournment
 1. Mark made a motion to adjourn at 6:15 PM. Janet seconded. Motion passed (8-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Chezney Goglio & Grace Banks