



Sweetwater County Travel & Tourism Board
December 8th, 2021 | Rock Springs, WY 82901

- A. Call to Order
 - 1. Bridget Bernard called the meeting to order at 5:30 PM
- B. Roll Call
 - 1. Members Present: Devon Brubaker, Jelly Wood, Janet Hartford, Mark Lyon, Dominic Wolf, Bridget Bernard, Erika Lee Koshar and Kim Strid.
 - 2. Visitors, guests and staff: Jenissa Meredith, Chezney Goglio and Hannah Putnam.
- C. Approval of Agenda
 - 1. Mark made a motion to approve the agenda as presented; Janet seconded (motion passed 8-0).
- D. Correspondence
 - 1. None
- E. Public Comment
- F. Approval of Minutes
 - 1. Mark made a motion to approve the meeting minutes from November 8th, 2021. Dominic seconded (motion passed 8-0).
- 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 #4566 to #4588 and an electronic payment of \$4,335.60 to EFTPS for federal taxes and payroll liabilities, in the amount of \$127,193.55. Mark seconded (motion passed 8-0).
- I. Chairperson's Report
 - 1. Sweetwater County Board Appointment: Randy Dale (Filling Linda McGovern's Unexpired Term)
- J. Vice -Chairperson's Report
- K. Treasurer's Report
 - 1. November 24th, 2021 - Deposit \$331,298.57
- L. Director's Report
 - 1. Committees, Commitments & Attended Meetings
 - 1. Jenissa reported on the meetings she attended since the last board meeting that included, WTIC Virtual Board Meeting: Combining with WLRA, WOT Board Member Interview, SEDC Advisory Council Meetings, Director Meetings, Tourism Master Plan Meeting, SCORC Meetings, FG Scenic Byway Meetings, RS Beautification Meetings, Auditor Meetings, CTA Meetings, T&T Grant Committee Meeting, 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

Miles Marketing Plan

- New Winter Billboards

CARES ACT DMO Relief Funding Rounds 1 & 2

- Media Plan –Deployed
- Sign on Building – Install by Dec. 15th
- Drone, Camera Being Utilized
 - Backyard Adventure Videos on social media
- Workforce Recruitment Board is Live
- AlivePromo Visitor Center Display Ordered
- Remote Workstations Utilized

Backyard Adventures with Lucy

- Green River – Expedition Island Event – 16 Attendees
- Truman Elementary Presentations – 112 Students
- WWCC Ice Fishing Event

Tourism Master Plan

- Solicited Surveys & Interviews
- Developed List of Common Projects
- 2nd Steering Committee Meeting – Dec. 14th

Gateway Mountain Biking Trails System

- Serve on Steering Committee
- Assisting with Signage Plan
- Voted on Name – Mustang Loop Trail

Sand Boarding/Mobile Visitor Center

- Van Arrived
- Ordered Boards
- Obtained Insurance Policy Quote

Flaming Gorge Tour

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

Events/FG Tours

- Motorcoach FAM: Sept. 16th – 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
- Meeting with Mark Wilson & Jerry Taylor: Dec. 13th

Indoor Multi-plex Discussion

- Call with Darren Rudloff – Possible ARA ED Funding
- New Plans Created

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 \$50k Funding Request to WYDOT Oct. 2021 – Approved!

Certified Tourism Ambassador Program

- In-Person Class November 10, 2021 – 5 New CTAs
- In-Person Class December 7, 2021 – 7 New CTAs
- Classes Scheduled for Jan-April 2022
- Networking Event @ Square State on Dec. 20, 2021

Lodging Association:

- Dec. 15th, 2021
 - Homewood Suites
 - RSCC & SEC Presentations

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 January

Brochure Development:

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

3. Jenissa reported that she committed \$1,000 to the Board Member Promo Items.

4. Measurables

1. Jenissa showed the board the Website & Social Media, Lodging Tax Collection chart & the Occupancy Rate chart.
2. Mark made a motion to approve the Director's report. Kim seconded. Motion passes (8-0).

M. Old Business

- a. Ratify Annual Report Email Vote: \$2,300
 - i. Devon made a motion to approve the Ratify Annual Report Development Email Vote. Mark seconded. Motion passes (8-0).

N. New Business

- a. Grant Hearing
 - i. Erika made a motion to approve the Grant Hearing Consent Agenda:
 1. RS Men's Hockey – Bud Cup: \$4,500
 2. Quilting on the Green: \$2,500
 3. RSAHA HS State B Division: \$4,915
 4. Drop Inn Hockey Tournament: \$3,500
 5. Wind and Mud Hockey Tournament: \$3,000
 6. Overland Stage Stampede Rodeo: \$3,000
 7. SW Wyoming BMX – Triple Race Weekend: \$5,000
 8. USA Swimming – Shiver in the River: \$2,500
 - ii. Total for Grant Hearing: \$28,915
 - iii. Devon seconded. Motion passed (8-0).

- b. Slate of Officers

- i. Erika made a motion to approve the Slate of Officers. Janet seconded. Motion passed (8-0).
 1. Board Chair: Bridget Bernard
 2. Vice-Chair: Mark Lyon
 3. Treasurer: Devon Brubaker
 4. Secretary: Stacy Colvin

- c. Mobile Visitor Center/Van

- i. Devon made a motion to approve the Mobile Visitor Center/Van. Dominic seconded. Motion passed (8-0).

O. Adjournment

- a. Devon made a motion to adjourn at 6:15 PM. Dominic seconded. Motion passed (8-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith