



Sweetwater County Travel & Tourism Board

May 11, 2022 | WWCC: Green River, WY

- A. Call to Order
 - 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 - 1. Members Present: Bridget Bernard, Mark Lyon, Devon Brubaker, Angelica Wood, Cory Gardner, Erika Lee-Koshar, and Brad Raney.
 - 2. Visitors, guests and staff: Jenissa Meredith and Chezney Goglio.
- C. Approval of Agenda
 - 1. Mark made a motion to approve the agenda as presented; Erika seconded (motion passed 7-0).
- D. Correspondence
 - 1. None
- E. Public Comment
 - 1. None
- F. Approval of Minutes
 - 1. April 12, 2022
 - i. Mark made a motion to approve the board meeting minutes from April 12, 2022. Erika 4676seconded (motion passed 7-0).
- 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 the April checks #4652 to #4699, (voided checks #4661 & 4662), and approve the electronic payments of \$3,333.70 to EFTPS for federal taxes and payroll liabilities, and \$5.25 to QuickBooks for automatic deposit in the amount of \$130,938.39. Brad seconded (motion passed 7-0).
- I. Quarterly Reports
 - 1. Kandi Pendleton, Rick Lee, and Lisa Herrera all gave the board block grant updates and reviewed their FY 2022-23 requested.
- J. Committee Report
 - 1. Board Treasurer, Devon Brubaker, reported that the T&T finance committee met to finalize the proposed FY 2022-23 budget.
- K. Chairperson's Report
 - 1. Bridget recognized Erika Lee-Koshar for her 9 years of service as a T&T board member.
- L. Vice -Chairperson's Report
 - 1. Mark also recognized Erika's service.
- M. Treasurer's Report
 - 1. Devon reported that he had made a deposit on April 26, 2022 in the amount of \$55,404.92.
- N. Director's Report
 - 1. Jenissa reported on the following:

Visitor Center

- Hiring Summer Part-time Staff
- Opening to Full Hours

National Restaurant Assoc. Conference

- Washington DC - April 25-29
- Great Speakers/Networking
- Met with Congressional Delegation
- Discussed Lack of Employees Available

Hosted NW Spotlight Attendees

- 21 Tour Operators from around the US And World
- Presentation at Broadway Theatre – FG Tour
- Visit to Sidekicks Bookbar
- Eve’s for Dinner

National Travel and Tourism Week

- May 1-7, 2022
- Donuts to Hotels
- Social Media Messaging on Economic Impact Stats

Miles Marketing Plan

- FG Tour Ads Placed
- Website Updates Underway
- Developing FY 2022-23 Plan
- Improving Creative for Next FY

Tourism Master Plan

- Presenting to Governing Bodies May 17, 2022
 - Co. Comm. @ 9:55am
 - City of GR @ 7pm
 - City of RS to follow

Mobile Visitor Center

- Ordering Awning & Mat Arrived
- Wrap Install in May

Sand Boarding

- 25 Additional Boards Ordered

Flaming Gorge Tour

- Implementing 2022 Plan
- New Lunch Location/West Green Lakes Nature Trail with Sack Lunches from FG Resort (RCL Sold ☺)
- Trip Advisor Ticket Sales/Private Tours Planned
- Interviewed Back Up Tour Guides

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Events/FG Tours

- NEWMAR Rally: July 2022 – Booking 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

- Working on WYDOT Transportation Alternatives Grant Application in partnership with the County
 - Site Visit May 26, 2022

State Parks

- Planning a Meeting with State Parks and Community Leaders to Discuss Possible State Parks in SWC.
- June 2022

Sweetwater County Outdoor Recreation Collaborative

- Serving on Steering Committee
- Finalizing List of Priority Projects
- Finalizing Signage Plan for Mustang Loop Mountain Bike Trail – Collaborative Providing Grant \$20k

RS Beautification/Tree Committee - Chairwoman

- Working on Gateway Plan & Funding/Bitter Creek
- Arbor Day Celebration May 23, 2022
- Submitted \$50k Funding Request to WYDOT Oct. 2021
 - Approved!
 - Planning Announcement Media Coverage

Certified Tourism Ambassador Program

- Classes Scheduled for throughout 2022
 - May Class has 10 Registrants!
- Next Networking Event @ Civic Center featuring Climbing Wall/Golf Simulator

Lodging Association:

- May 19th, 2022 @ Little America Tour
- Breaking for Summer

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 May

Brochure Development:

- Restaurant Guide Distributed/Reprinted
- Weekly Event Tear-Off Pads
- FG Map Tear-Off Pads
- Summer Quick Guide
- Time to Explore

Measurables

- Web Site & Social Media
- Lodging Tax Collection
- Occupancy Rate

Attended Meetings

- 6th Penny Steering Committee
- WOT Agency of Record Selection Committee Presentation Meeting
- WTIC Board Meeting
 - Combining with WLRA -Wyoming Hospitality and Tourism Coalition
- TAP Grant Approval Meetings
- WRS Meetings
- SWC Commissioners Meeting
- Director Meetings
- SCORC Meetings
- FG Scenic Byway Meetings
- RS Beautification Meeting
- SWC Lodging Assoc. Meetings
- DMO-CEO Zoom Meetings
- Meeting with Accountant
- Miles Media Conference Calls
- WOT: COVID-19 Weekly Virtual Meetings

Commitments

2. Mark made a motion to approve the Director's report. Brad seconded. Motion passes (7-0).

O. Old Business

1. Ratify Sand Board Purchase Email Vote: \$5,000
2. Ratify Awning Purchase Email Vote: \$2,400
 - i. Brad made a motion to ratify and approve both email votes, Angelia seconded. Motion passes (7-0).

P. New Business

1. Proposed Budget 2022-23
 - i. Brad made a motion to approve the proposed FY 2022-23 budget, Angelia seconded. Motion passes (7-0).
2. Miles Media July Expenses: \$61,482
 - i. Mark made a motion to approve the July and August media expenses through Miles Media, Angelia seconded. Motion passes (7-0).
3. DMA West CEO Summit: \$1,600
 - i. Erika made a motion to approve for Jenissa to attend the DMA West CEO Summit for \$1,600, Angelia seconded. Motion passes (7-0).
 - ii.
4. Oath of Office and Conflict of Interest – Jenissa had the board members who did not attend the April board meeting sign their oath of office and conflict of interest statements.

Q. Adjournment

1. Mark made a motion to adjourn at 6:50 PM. Erika seconded. Motion passed (7-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date