



Sweetwater County Travel & Tourism Board

September 14, 2022 @ 5:30 P.M | Green
River, Wyoming 82901

- A. Call to Order
 - i. Bridget Bernard called the meeting to order at 5:30 PM
- B. Roll Call
 - i. Members Present: Bridget Bernard, Mark Lyon, Stacy Colvin, Cory Gardner, Devon Brubaker, Randy Dale, and Jelly Wood
 - ii. Visitors, guests and staff: Jenissa Meredith, Chezney Goglio and Grace Banks
- C. Approval of Agenda
 - i. Mark made a motion to approve the agenda as presented; Jelly seconded (motion passed 7-0).
- D. Correspondence
 - i. Taco Time sent the board a Thank You basket and card for giving them the opportunity to go on the Flaming Gorge Tour. They really enjoyed it!
- E. Public Comment
 - i. None
- F. Quarterly Reports
 - i. 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. Presentations
 - i. Grant Applicant – Airstream Club 2023 International Rally
 - a) Kandi Pendleton answered questions asked by the board about the upcoming 2023 Rally. Kandi suggested that the board host an ice cream social of coffee and donuts to welcome the rally attendees.
- H. Approval of Minutes
 - i. July 13, 2022
 - a) Devon made a motion to approve the meeting minutes from July 13, 2022. Randy seconded (motion passed 7-0).
 - ii. August 10, 2022
 - a) Devon made a motion to approve the meeting minutes from August 10, 2022. Randy seconded (motion passed 7-0).

- I. Secretary-Signing of Minutes
 - i. Stacy Colvin, Board Secretary signed the minutes.
- J. Payment of Bills
 - i. Devon made a motion to approve checks #4767 to #4787 and an electronic payment of \$3,543.78 to EFTPS for federal taxes and payroll liabilities, in the amount of \$94,859.02. Jelly seconded (motion passed 7-0).
- K. Chairperson's Report
 - i. Bridget reported that she had attended the Grant Committee Meeting and will be attending the upcoming Fall Summit in Casper with Jenissa.
- L. Vice- Chairperson's Report
 - i. Mark reported that he had attended the GRCC Luncheon when Jenissa presented about the lodging tax as well as the RSCC Enterprise Meeting and that the presentations were well received.
- M. Treasurer's Report
 - i. Devon reported on the deposits that he had made.
- N. Director's Report
 - i. Committees, Commitments & Attended Meetings
 - a) Jenissa reported on the meetings she attended since the last board meeting that included, City Council & County Commissioner Meetings, T&T Grant Committee Meeting, T&T Finance Committee Meeting, Airstream Rally Meeting, WHTC Board Meeting, Lodging Tax Election Meetings, Director Meetings, Little America RV Park Ribbon Cutting, Datafy Demonstration Call, SCORC Meetings, FG Scenic Byway Meetings, RS Beautification Meeting, Women in Leadership Classes, DMO-CEO Zoom Meetings, Miles Media Conference Calls.
 - ii. Jenissa reported on the following projects:

Active Shooter Training

- T&T, Chamber, Hotel Staff – July 18, 2022

Panic Button

- Installing App & Button System for Visitor Center

Miles Marketing Plan

- Improving Creative for Next FY
- Updating Website Creative & ADA Compliance
- Adding Datafy Analytics?
- New Fall Billboards Up

Mobile Visitor Center

- Flaming Gorge Days
- International Days
- Wyoming's Big Show

Lodging Tax Election

- Grantee Luncheon
- Presented at RSCC Enterprise Committee
- Presented at GRCC Luncheon
- Presenting at RSCC Luncheon
- Radio Interviews
- Newspaper Ads
- Social Media Posts

Sand Boarding

- Selling at Visitor Center & Events

Flaming Gorge Tour

- Planning 2023 Dates
- Lucy and Dawn on board for 2023!

Events/FG Tours

- Airstream Rally: June 22, 23, 24 and July 1 & 2, 2023

Flaming Gorge Scenic Byway All-American Road Application: Application Submitted June 2020

- Submitted FHWA Application for Funding – Sept. Decision
- Holding WYDOT Transportation Alternatives Grant Application (in partnership with the County) until FHWA Grant Decision is made
- Submitted WOOR Pre-Application
 - Black Fork Turnout (Hwy 530) Picnic Area, Signage, Mountain Bike Trail

Ashley National Forest Field Trip

- Strategic Planning – July 19, 2022

State Parks

- Planning a Meeting with State Parks
- Waiting for Concessioner Agreements to be Finalized

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
 - Signs Shipping Sept 15th
 - Ribbon Cutting Sept 20th

RS Beautification/Tree Committee - Chairwoman

- Working on Gateway Plan & Funding/Bitter Creek
- Submitted \$50k Funding Request to WYDOT Oct. 2021
 - Approved!
 - Announced to Media
- Hosted Clean-up Day for Mustang Loop Trail Unveiling

Certified Tourism Ambassador Program

- Classes Scheduled for throughout 2022
 - 120 CTAs!!
 - Working on Renewals
 - Working on Partnership with WWCC

Lodging Association:

- September 15, 2022 @ Holiday Inn Express
 - Airport Presentation/Lodging Tax Presentation

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 September/October

Brochure Development:

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

WWCC Board of Trustees – Submitted Name

iii. Measurables

- a) Jenissa showed the board the Website and social media, Lodging Tax Collection chart & the Occupancy Rate chart.
 - b) Mark made a motion to approve the Director's report. Jelly seconded. Motion passes (7-0).
 - O. Old Business
 - i. Ratify August Email votes
 - a) August Bills- \$161,835.34
 - a. Devon made a motion to ratify the email vote for the June bills. Jelly seconded. Mark and Randy abstained from voting. An email vote was collected from Kim Strid. Motion passed (6-0).
- P. New Business
 - i. Budget Amendment
 - a) Mark made a motion to approve the budget amendment. Jelly seconded. Motion passed (7-0).
 - ii. Miles Media Plan
 - a) Karen Ruby gave a presentation on the results of the FY 2021-22 media campaign.
 - b) Devon made a motion to approve the FY 2022-23 media plan in the amount of up to \$350,000 for the Miles Media Marketing Plan. Jelly seconded. Motion passed (7-0).
 - iii. Updated Employee Policies and Procedures Manual
 - a) Devon made a motion to approve the updated employee policies. Randy seconded. Motion passed (7-0).
 - iv. Grant Hearing
 - a) Consent Agenda
 - a. RS Renewal Fund – Snowman Stroll: \$1,000
 - b. GRHS Flaming Gorge Classic: \$6,000
 - c. GRHS Thoman Invitational: \$6,000
 - d. RS Renewal Fun – RS Encore Film Festival: \$1,000
 - e. RSHS State Golf Tournament: \$6,000
 - f. December Dunk Basketball Tournament: \$5,000
 - g. RS Avengers/Rock Challenge Soccer: \$6,000
 - h. RSHS 4A Regional Conference Tennis: \$6,000
 - i. Devon made a motion to approve the consent agenda. Jelly seconded. Motion passed (7-0).
 - b) Presentation – Airstream
 - a. The board asked questions, concluded that sponsoring an event during Airstream Rally like Kandi suggested would be best.
 - v. 24-hour Visitor Center Television: Up to \$3,000
 - a) Jenissa reported that the existing television that runs in the visitor center has crashed and suggested that the board

purchase a television that was meant to run non-stop. She provided bids for televisions. Mark made a motion to approve the purchase of a 24-hour Visitor Center Television in the amount of up to \$3,000. Devon seconded. Motion passed (7-0).

vi. Branded Vehicle Wrap: \$2,600

a) Mark made a motion to approve the purchase of a Branded Vehicle Wrap in the amount of \$2,600. Devon seconded. Motion passed (7-0).

Q. Adjournment

i. Devon made a motion to adjourn at 7:15 PM. Mark seconded. Motion passed (7-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith

