



**Sweetwater County Travel & Tourism Board**

December 14, 2022 @ 5:30 P.M | Rock  
Springs, 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, Kim Strid, Cory Gardner, Devon Brubaker, Randall Dale, and Melissa Hutchinson.
  - ii. Visitors, guests, and staff: Jenissa Meredith, Chezney Goglio Grace Banks, and Allison Volcic.
- C. Approval of Agenda
  - i. Devon made a motion to approve the agenda as presented; Mark seconded (motion passed 7-0).
- D. Correspondence
  - i. Jenissa reported that T&T had received multiple Christmas cards.
- E. Public Comment
  - i. None
- F. Approval of Minutes
  - i. November 9, 2022
    - a) Randy made a motion to approve the meeting minutes from November 9, 2022. Melissa seconded (motion passed 7-0).
- G. Secretary-Signing of Minutes
  - i. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- H. Payment of Bills
  - i. Devon made a motion to approve checks #4826 to #4845 and an electronic payment of \$662.08 to EFTPS for federal taxes and payroll liabilities, in the amount of \$73,861.82. Randy seconded (motion passed 7-0).
- I. Chairperson's Report
  - i. Attended the Grant Committee Meeting
- J. Vice- Chairperson's Report
  - i. Attended the Grant Committee Meeting
- K. Treasurer's Report
  - i. Devon reported that he made a deposit on November 25, 2022, in the amount of \$284,873.87.
- L. Director's Report
  - i. Committees, Commitments & Attended Meetings

- a) Jenissa reported on the meetings she attended since the last board meeting that included, T&T Grant Committee Meeting, Airstream Rally Meeting, WHTC Board Meeting, Director Meetings, SCORC Meetings, Auditor Calls, FG Scenic Byway Meetings, RS Beautification Meeting, Women in Leadership Classes, DMO-CEO Zoom Meetings, Miles Media Conference Calls, WOT Staff Calls, WOT Big WYO Award Call, SWC Pulse Committee Meeting, SMARI Call.

ii. Jenissa reported on the following projects:

**New Industry Relations Specialist**

- Allison Volcic – Onboarding

**Women in Leadership Class**

- Obtained Certificate!

**Annual Audit**

- Clean Audit Report!

**Annual Report**

- Preparing

**Conversion/Advertising Impact Study**

- Results Received

**Lodging Study**

- Commissioning Consultant

**Miles Marketing Plan**

- Reviewing New Creative for FY 22-23
- Updated & Launched Website Re-Skin with ADA Compliance
- Adding Zartico Analytics
- Travel Guide Redesign & Reprint

**Flaming Gorge Tour**

- Planning 2023 Dates
- Tour Guides 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 – Still no Word
- 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 (CHANGED TO HENRYS FORK)
  - Served on Selection Committee (Other Applicants)
  - Approved to move on to full application

### **State Parks**

- Planning a Meeting with State Parks and Community Leaders to Discuss Possible State Parks in SWC
- Waiting for Concessioner Agreements to be Finalized

### **WOT Destination Development Funding**

- \$300,000

### **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 Arrived/Ready to be Installed
  - Submitted Status Report

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

- Working on Gateway Plan & Funding/Bitter Creek
- Submitted \$50k Funding Request to WYDOT Oct. 2021
  - Approved!
  - Announced to Media
  - Working with WYDOT to Select Vendor

### **Certified Tourism Ambassador Program**

- Classes Scheduled for throughout 2022
  - 120 CTAs!!
  - Working on Renewals
  - Networking Event 10/27 @ WWCC
  - Facilitator Training 10/28 (WWCC & T&T Staff)
  - Working on Partnership with WWCC

- Developing 2023 Schedule

**Lodging Association:**

- January 19, 2023 @ Hampton Inn in RS
  - Presentation

**WHSAA State 3A & 4A Bid to Host: 2022-23**

AWARDED TOURNAMENTS!

Moved to 2023-2024 due to COVID-19 Pandemic

Planning with partners

**Industry Newsletter: Chezney**

- Working on January

**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.

iv. Purchases

- a) Jenissa reported making a purchase in the amount of \$900 for snow tires for the Branded Vehicle.
- b) Mark made a motion to approve the Director's report. Devon seconded. Motion passes (7-0).

M. Old Business

i. Ratify Lodging Study Email vote

- a) Devon made a motion to approve the Lodging Study. Mark seconded. (Motion passed (7-0))

ii. Airstream Sponsorship

- a) Randy made a motion to approve the Airstream Sponsorship in the amount of \$4,000.00 plus serve donuts. Devon seconded. Motion passed (7-0).

N. New Business

i. Audit Report

- a) Randy made a motion to approve the Audit Report. Mark seconded. Motion passed (7-0).

ii. Grant Hearing

a) Consent Agenda

- a. Quilting on the Green: \$2,500
- b. 37<sup>th</sup> Annual Bud Cup Hockey Tournament: \$4,500
- c. Summer Assessor's Meeting: \$500
- d. Overland Stage Stampede Rodeo: \$2,500

- e. GR USA Swimming – Shiver in the River: \$2,000
  - f. 1<sup>st</sup> Annual Jr Cowgirls All Out Ball Out: \$4,000.00
  - g. RS Family Rec Center Ice Area – March Mayhem 4 on 4 Youth Hockey Tournament: \$3,000
  - h. RS Family Rec Center Ice Arena – St. Patty’s Scramble 4 on 4 Senior Co-Ed Hockey Tournament: \$3,000
  - i. GR USA Swimming – USA Youth Swimming District Championships: \$3,000
  - j. Devon made a motion to approve the consent agenda. Randy seconded. Motion passed (7-0).
- b) Mounted Shooters Event
- a. Devon made a motion to approve the Mounted Shooters Sponsorship Application in the amount of \$4,500.00. Mark seconded. Motion passes (7-0).
- iii. Slate of Officers
- a) Randy made a motion to approve the new slate of officers:
    - a. Bridget Bernard – Board Chair
    - b. Mark Lyon – Board Vice- Chair
    - c. Devon Brubaker – Board Treasurer
    - d. Melissa Hutchinson - Board Secretary.
  - b.) Kim seconded. Motion passes (7-0).
- iv. WRS 457 Plan Enrollment
- a) Mark made a motion to approve the enrollment in the WRS 457 Plan. Randy seconded. Motion passes (7-0).
- v. Mustang Loop Trail Sign Installation
- a) Devon made a motion to approve the Mustang Loop Trail Sign installation in the amount of \$6,800.00. Cory seconded. Motion passes (7-0).
- vi. Sweetwater Adventure Guide Bulk Purchase
- a) Randy made a motion to approve the bulk purchase of Dylan Bear’s Sweetwater Adventure Guide in the amount of \$2,700. Mark seconded. Motion passes (7-0).
- vii. Destinations International Membership
- a) Mark made a motion to approve the Destination International Annual Membership in the amount of \$3,190.00. Randy seconded. Motion passes (7-0).
- viii. ABA Marketplace
- a) Randy made a motion to approve Allison Volcic attending the ABA’s Marketplace in the amount of \$4,100.00. Kim seconded. Motion passes (7-0).

O. Adjournment

- i. Mark made a motion to adjourn at 6:00 PM. Randy seconded.  
Motion passed (7-0).

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Stacy Colvin  
*Secretary's signature*

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Date

Minutes submitted by Jenissa Meredith

