



Sweetwater County Travel & Tourism Board

February 9, 2022 | WWCC: Rock Springs, WY

- A. Call to Order
 1. Bridget called the meeting to order at 5:30 PM
- B. Roll Call
 1. Members Present: Bridget Renteria, Mark Lyon, Devon Brubaker, Kim Strid, Dominic Wolf, Randall Dale, and Angelica Wood.
 2. Visitors, guests and staff: Chezney Goglio and Hannah Putnam.
- C. Approval of Agenda
 1. Mark made a motion to approve the agenda as presented; Devon seconded (motion passed 7-0).
- D. Presentation: Board Project - Sweetwater Snow Pokes and ATV Club Event
 1. Pete Leibee presented information about his board project application for the event. The board asked questions.
- E. Correspondence
 1. None
- F. Quarterly Block Grant Reports
 1. 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. Public Comment
 1. None
- H. Approval of Minutes
 1. December 8, 2021 & January 12, 2022
 - i. Devon made a motion to approve the meeting minutes from December 8, 2021 and January 12, 2022. Stacy seconded (motion passed 7-0).
- I. Secretary-Signing of Minutes
 1. Stacy Colvin, Board Secretary will be contacted to sign the minutes.
- J. Payment of Bills
 1. Devon made a motion to approve the February checks #4612 to #4628, (void checks #4563, #4585, #4606, and #4616), and approve the electronic payments of \$4,309.04 to EFTPS for federal taxes and payroll liabilities, and \$5.25 to QuickBooks for automatic deposit in the amount of \$57,721.12. Mark seconded (motion passed 7-0).
- K. Chairperson's Report
 1. Bridget introduced the new Sweetwater County Board Member, Randall Dale, and the new City of Green River Board Member, Brad Raney.
- L. Vice -Chairperson's Report
 1. Mark also welcomed the new board members
- M. Treasurer's Report
 1. Devon reported that he had made a deposit.
- N. Director's Report
 1. Jenissa reported on the following:

Wyoming Governor's Hospitality & Tourism Summit

- Feb. 27-March 2, 2022 @ Cheyenne, WY

2021 Annual Report Presentations

- City of RS – Feb. 1, 2022 (Well Received)
- City of GR & Co. Comm – Feb. 15, 2022

Miles Marketing Plan

- New Winter Billboards

CARES ACT DMO Relief Funding Rounds 1 & 2 Complete

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

Backyard Adventures with Lucy

- Truman Elementary Presentations – 108 Students

Tourism Master Plan

- Solicited Surveys & Interviews
- Developed List of Common Projects
- 2nd Steering Committee Meeting – Dec. 14th
- Submitted all Feedback
- Master Plan Complete!
- Presenting to Governing Bodies Soon

Sand Boarding/Mobile Visitor Center

- Van Arrived
- Ordered Boards
- Obtained Insurance Policy Quote
- Planning Wrap/Window/Mat/Racks

Flaming Gorge Tour

- Developing 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
- Lucy Attended Travel Shows – Great Exposure!

Events/FG Tours

- 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
- Met with Mark Wilson & Jerry Taylor: January 2022
- Working on WYDOT Transportation Alternatives Grant Application in partnership with the County

Indoor Multi-plex Discussion

- Plan stalled – building availability?

Sweetwater County Outdoor Recreation Collaborative

- Serving on Steering Committee
- Finalizing List of Priority Projects
- Presenting Tourism Master Plan – March 2022

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

- Classes Scheduled for Jan-April 2022
- Networking Event @ Broadway Theatre featuring Lucy and the FG Tours - serving Waffles in March 2022

Lodging Association:

- January 27th, 2022
 - Hampton Inn in RS
 - City of RS Presentation & REACH Awards 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 February

Brochure Development:

- Restaurant Guide Distributed/Reprinted
- Weekly Event Tear-Off Pads

Commitments

2. Van Window, Mat & Tray Purchase: \$1,000
 3. Mark made a motion to approve the Director’s report. Devon seconded. Motion passes (7-0)
- O. Old Business
1. Ratify December E-mail Vote
 - i. Van Purchase: \$46,809

- a) Devon made a motion to retify the December email vote. Kim seconded. Mark abstained from the vote. Motion passes (6-0)
 - 2. Ratify January E-mail Votes
 - i. January Bills: \$152,695.58
 - ii. Sand Board Purchase: \$5,000
 - iii. Accountant Online Bank Access
 - a) Mark made a motion to retify the January email votes. Devon seconded. Motion passes (7-0)
- P. New Business
- 1. * Board Project Application
 - i. Sweetwater Snow Pokes & ATV Club Event – Pete Leibee
 - a) Mark made a motion to approve the board project application for \$3,000. Devon seconded. Motion passes (7-0).
 - 2. * Depository of Public Funds
 - i. Devon made a motion to approve Commerce Bank as the Depository of Public Funds. Jelly seconded. Motion passes (7-0).
 - 3. * STR Report - \$2,376
 - i. Mark made a motion to approve the renewal of the STR Report Subscription. Devon seconded. Motion passes (7-0).
 - 4. * Van Wrap & Accessories: \$4,100
 - i. Devon made a motion to approve the Van Wrap and Accessories. Dominic seconded. Motion passes (7-0).
 - 5. * Flaming Gorge Tour Marketing Plan: \$6,000
 - i. Mark made a motion to approve the Flaming Gorge Tour marketing plan for \$6,000. Devon seconded. Motion passes (7-0).
 - 6. * Road Trippin’ KUTV2News Partnership: \$7,500
 - i. Devon made a motion to approve the KUTV2 News Road Trippin’ Campaign Partnership. Kim seconded. Motion passes (7-0).
 - 7. * Employee Manual Update
 - i. Mark made a motion to approve the updates to the employee manual. Devon seconded. Motion passes (7-0).
 - 8. Annual Report 2021
 - i. Jenissa included the 2021 SWCTTB annual report in the board packets for their review.
- Q. Adjournment
- 1. Mark made a motion to adjourn at 7:30 PM. Kim seconded. Motion passed (7-0).

Stacy Colvin

Secretary's signature

Minutes submitted by Jenissa Meredith

Date