



## Sweetwater County Travel & Tourism Board

April 13, 2022 | WWCC: Rock Springs, WY

- A. Call to Order
  - 1. Mark called the meeting to order at 5:30 PM
- B. Roll Call
  - 1. Members Present: Mark Lyon, Devon Brubaker, Kim Strid, Dominic Wolf, Angelica Wood, Cory Gardner, and Brad Raney.
  - 2. Visitors, guests and staff: Jenissa Meredith, Janet Hartford, Chezney Goglio and Hannah Putnam.
- C. Approval of Agenda
  - 1. Dominic made a motion to approve the agenda as presented; Angelica seconded (motion passed 7-0).
- D. Correspondence
  - 1. None
- E. Public Comment
  - 1. None
- F. Approval of Minutes
  - 1. February 9<sup>th</sup> & March 9<sup>th</sup>, 2022
    - i. Devon made a motion to approve the board meeting minutes from February 9<sup>th</sup> and March 9<sup>th</sup>, 2022. Angelica seconded (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 #4674, (void checks #4670), and approve the electronic payments of \$4,075.48 to EFTPS for federal taxes and payroll liabilities, and \$5.25 to QuickBooks for automatic deposit in the amount of \$90,281.95. Dominic seconded (motion passed 7-0).
- I. Chairperson's Report
  - 1. Mark, acting chair, recognized Janet Hartford for her 9 years of service as a T&T board member.
- J. Vice -Chairperson's Report
  - 1. None.
- K. Treasurer's Report
  - 1. Devon reported that he had made a deposit on March 24, 2022 in the amount of \$53,410.47.
- L. Committee Report
  - 1. Finance Committee
    - i. Devon reported that the finance committee had met to discuss the proposed FY 2022-23 budget.
- M. Director's Report
  - 1. Jenissa reported on the following:

- Conducted Hannah's 6-month Evaluation
- Conducted Chezney's Annual Evaluation

#### **Wyoming Governor's Hospitality & Tourism Summit**

- Feb. 27-March 2, 2022 @ Cheyenne, WY
- Jenissa Meredith - Leadership in Destination Evolution Presentation

#### **Miles Marketing Plan**

- New Summer Billboards Up – FG Tour

#### **Backyard Adventures with Lucy**

- Washington Elementary Presentations – 100+ Students

#### **Tourism Master Plan**

- Presenting to Governing Bodies Soon

#### **Mobile Visitor Center**

- Window Installed
- Ordering Awning & Mat
- Wrap Install in May

#### **Sand Boarding**

- 25 Boards Ordered
- Obtained Insurance Policy Quote to Sell Boards

#### **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!
- Hiring Back Up Tour Guide

#### **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
- Working on WYDOT Transportation Alternatives Grant Application in partnership with the County

#### **Sweetwater County Outdoor Recreation Collaborative**

- Serving on Steering Committee
- Finalizing List of Priority Projects
- Presenting Tourism Master Plan – April 2022
- Working on Signage for Mustang Loop Mountain Bike Trail – Collaborative Providing Grant \$20k

#### **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 throughout 2022
- Networking Event @ Broadway Theatre featuring Lucy and the FG Tours - serving Waffles in March 2022
- Next Networking Event @ Civic Center featuring Climbing Wall/Golf Simulator

#### **Lodging Association:**

- February 24<sup>th</sup>, 2022 @ Holiday Inn – City P&R Presentations
- March 24<sup>th</sup>, 2022 @ Comfort Inn – R.E.A.C.H. Awards
- April 21<sup>st</sup>, 2022 @ SEC Tour
- May 19<sup>th</sup>, 2022 @ Little America Tour

#### **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 April & May

#### **Brochure Development:**

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

#### **Attended Meetings**

- T&T Finance Committee Meeting
- T&T Executive Committee Meeting on Sand Boards
- 6<sup>th</sup> Penny Steering Committee
- GRCC Annual Update Breakfast
- Lunch with Red, White Buffalo Owners
- WOT Agency of Record Selection Committee Meetings
- WTIC Board Meeting
  - Combining with WLRA -Wyoming Hospitality and Tourism Coalition
- TAP Grant Approval Meetings
- SWC Commissioners Meeting
- Lodging Tax Webinar
- Chad Banks Meeting – Butch Cassidy Focus
- Met with Tom Gagnon – Possible Tour Guide Startup
- SEDC Advisory Council Meeting
- Director Meetings
- SCORC Meetings
- FG Scenic Byway Meetings
- Ashley Natl Forest – FG Mangement Plan Meeting
- RS Beautification Meeting
- SWC Lodging Assoc. Meetings
- DMO-CEO Zoom Meetings
- Miles Media Conference Calls

- WOT: COVID-19 Weekly Virtual Meetings

### Measurables

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

### Commitments

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

#### N. Old Business

1. Ratify March E-mail Vote

- i. March Bills: \$101,549.13
- ii. Summer Quick Guide: \$2,750
- iii. Office Lease Renewal
- iv. Event Grant Hearing Consent Agenda: \$36,000
  - a) Blues and Brews - Grant #22-03-01: \$2,500 + \$1,000 Marketing Bonus
  - b) SW AQHA Open Show – Grant #22-03-02: \$3,000
  - c) Wyoming Dental Assoc. Convention – Grant #22-03-03: \$3,000
  - d) American Legion Wyoming Convention – Grant #22-03-04: \$4,000
  - e) Flaming Gorge Days – Grant #22-03-05: \$3,000 + \$1,000 Marketing Bonus
  - f) GR Knights Baseball Invitational – Grant #22-03-06: \$6,000
  - g) Sweetwater Co. HS & JH Rodeo – Grant #22-03-07: \$4,000
  - h) Art on the Green – Grant #22-03-08: \$2,500
  - i) Rudy Gunter Memorial Wrestling Tournament – Grant #22-03-09: \$3,000
  - j) Sweetwater USMS Western Regional Shooting Event – Grant #22-03-10: \$3,000
- v. Board Project – Triple T Productions: \$6,000
- vi. National Restaurant Association DC Fly-In Attendance: \$2,450
- vii. Byway Consultant Agreement – Write Grant Application
  - a) Wanda Maloney - \$2,500
    - i. Devon made a motion to ratify and approve the email votes, Angelia seconded. Motion passes (7-0).

#### O. New Business

1. \* Wyoming Retirement System – Employer Agreement
  - i. Devon made a motion to approve the employer agreement where the employer pays both the employer and employee contributions at a rate of 19.21% untaxed as well as the

enrollment and rollover into the 457 plan. Dominic seconded.  
Motion passed (7-0).

2. \* Lodging Tax Ballot Language
  - i. Brad made a motion to approve the ballot language presented. Angelica seconded. Motion passed (7-0).
3. Tourism Master Plan
  - i. Jenissa presented the recently completed Sweetwater County Tourism Master Plan.
4. Oath of Office
  - i. Board members signed the oath of office and a notary signed them.
5. Conflict of Interest
  - i. Board members signed the conflict of interest statement.

P. Adjournment

1. Devon made a motion to adjourn at 6:30 PM. Angelica seconded. Motion passed (7-0).

---

Stacy Colvin

*Secretary's signature*

Minutes submitted by Jenissa Meredith

---

Date