



Sweetwater County Travel & Tourism Board

July 13, 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, Stacy Colvin, Cory Gardner, Devon Brubaker, Brad Raney, Dominic Wolf and Jelly Wood
 - ii. Visitors, guests and staff: Jenissa Meredith, Chezney Goglio , Lisa Grimsley, Rick Johnson, Jessica Evans, and Casey Evans.
- C. Approval of Agenda
 - i. Devon made a motion to approve the agenda as presented; Jelly seconded (motion passed 8-0).
- D. Correspondence
 - i. None
- E. Approval of Minutes
 - i. May 11, 2022
 - a) Devon made a motion to approve the meeting minutes from May 11, 2022. Cory seconded (motion passed 8-0).
 - ii. June 8, 2022
 - a) Devon made a motion to approve the meeting minutes from June 8, 2022. Cory seconded (motion passed 8-0).
- F. Secretary-Signing of Minutes
 - i. Stacy Colvin, Board Secretary signed the minutes.
- G. Payment of Bills
 - i. Mark made a motion to approve checks #4718 to #4740 and an electronic payment of \$3,682.22 to EFTPS for federal taxes and payroll liabilities, in the amount of \$159,154.18. Devon seconded (motion passed 8-0).
- H. Chairperson's Report
 - i. Rock Springs Board Member Appointment: John Maple
 - a) Bridget announced the name Rock Springs board member appointment, John Maple.
 - ii. Superior Board Member Reappointment (2nd Term): Dominic Wolf
 - a) Bridget also announced that Dominic Wolf had been appointed to serve a 2nd term on the T&T board.
- I. Vice- Chairperson's Report
 - i. Mark mentioned the Mustang Loop Trail unveiling the Jenissa had hosted and featured on KUTV2 News and commented that it went really well.
- J. Treasurer's Report

- i. Devon reported that he had made a deposit on June 28, 2022 in the amount of \$21,470.00.

K. Presentations

- i. USMS Western Regional Shooting Event Follow-up
 - a) Lisa Grimsley and Rick Johnson presented on the event and expressed their appreciation for the T&T grant funding and plans for the future of the event.
- ii. Board Project Request – Sweetwater Summit Slam
 - a) Jessica and Casey Evans of Whiskey Goats presented their request for funding to promote their Sweetwater Summit Slam program.
 - b) The board asked questions regarding land owner approval for the land that they were leading the public over as part of the program.

L. 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, T&T Executive Committee Meeting, Gov. Gordon – Roundtable Discussion, WHTC Board Meeting, TAP Grant Approval Meetings, Lodging Tax Election Meetings, Director meetings, SCORC Meetings, FG Scenic Byway Meetings, RS Beautification Meeting, DMO-CEO Zoom Meetings, Miles Media Conference Calls, Videographer Calls- Re-shot FG Tour, WOT: COVID-19 Weekly Virtual Meetings.
- ii. Jenissa reported on the following projects:

Board Member Orientation

- John Maple – June 1, 2022

DMA West CEO Summit

- Attended June 27-29
- Great Summit!
 - Attendees shared best practices, etc.

WOT Podcast

- FG All-American Road – June 13, 2022

Miles Marketing Plan

- Improving Creative for Next FY
- Updating Website Creative & ADA Compliance
- Adding Datafy Analytics?

Tourism Master Plan

- Presented to all RS, GR, & Co. Comm.
- Researching new grant opportunities to apply for funding based on master plan projects identified.

Lodging Tax Election

- All 5 Resolutions Signed – Governing Bodies
- Grantee Luncheon – August 10th @ Santa Fe Trail
- Chamber Luncheon Presentations – Sept. & Oct.
- Educational Ads Placed – Sept. – Nov.
- Radio Shows Schedules- Sept. – Nov.

Road Trippin' with KUTV2 News

- Recorded July 12, 2022
 - Mustang Loop Trail Unveiling & Sand Boarding
- Airing July 15, 2022 @ 6:15am-8:45am

Mobile Visitor Center

- Wrap Installed July 7th!

Sand Boarding

- Selling at Visitor Center & Events

Flaming Gorge Tour

- Presented at RS & GR Chamber Luncheons
- Trip Advisor Ticket Sales/ Private Tours
 - Receiving GREAT Reviews!
- Backup Tour Guide Shadowing Lucy

Events/FG Tours

- NEWMAR Rally: July 2022 – Tours Running

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

State Parks

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

Sweetwater County 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
- 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
 - 100 CTAs!!

Lodging Association:

- 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 August

Brochure Development:

- Restaurant Guide Distributed/Reprinted
- Weekly Event Tear-Off Pads
- FG Map Tear-Off Pads
- Summer Quick Guide
- Time to Explore
 - iii. Measurables
 - a) Jenissa showed the board the Website and social media, Lodging Tax Collection chart & the Occupancy Rate chart.
 - b) Brad made a motion to approve the Director's report. Mark seconded. Motion passed (8-0).

M. Committee Report

- i. Executive Board Committee: Bridget Bernard, Mark Lyon & Devon Brubaker
 - a) Jenissa Meredith - Performance Evaluation
 - a) Devon stated that the executive committee had conducted Jenissa's performance evaluation and stated that she has done real well and that they appreciate all that she does. Bridget and Mark also stated that they appreciated all the Jenissa does and that she has a great relationship and reputation with local partners and elected officials.
 - b) Devon stated that Jenissa had provided an industry report from DMA West to the executive committee giving the average salary and benefits provided to others in the industry with the same position as Jenissa and her staff. He also stated that Jenissa had provided a list of local positions and salary and benefits provided for comparison. Devon stated that based on the industry averages that the executive committee reviewed and Jenissa's performance that they recommended a salary increase, a bonus structure and branded vehicle to replace mileage reimbursement.

- c) Brad made a motion to approve the committee report. Dominic seconded (motion passed 8-0).

N. Old Business

- i. Ratify June Email votes
 - a) June Bills- \$107,646.56
 - a) Devon made a motion to approve the June bills. Mark seconded. Motion passed (8-0).
- ii. Grant Hearing Consent Agenda- Grant Hearing: \$15,990
 - a) River Festival - \$6,000 + \$1,000 Marketing Bonus
 - b) Artember - \$1,990
 - c) Red Desert Roundup - \$6,000 + \$1,000 Marketing Bonus
 - Devon made a motion to approve the Consent Agenda in the amount of \$15,990. Mark seconded. Motion passed (8-0).
- iii. Board Project- Mustang Loop Trail Signage: \$6,835.
 - a) Devon made a motion to approve the Board Project. Mark seconded. Motion passed (8-0).

O. Budget Hearing

- i. Devon made a motion to exit the regular board meeting and enter the budget hearing. Jelly seconded. Motion passed (8-0).
- ii. The FY 2022-23 budget was discussed, and resolution approved for \$1,600,000.00
- iii. Devon made a motion to approve the Sweetwater County Travel & Tourism 2022-2023 Budget in the amount \$1,600,000.00. Jelly seconded. Motion passed (8-0).
- iv. Devon made a motion to exit the budget hearing and enter back into the regular board meeting. Jelly seconded. Motion passed (8-0).

P. New Business

- i. Rock Springs Chamber of Commerce (RSCC) Block Grant Request
 - a) Devon made a motion to approve the RSCC grant request in the amount \$36,000. Brad seconded. Mark abstained from voting. Motion passes (7-0).
- i. Green River Chamber of Commerce (GRCC) Block Grant Request
 - b) Mark made a motion to approve the GRCC grant request in the amount \$32,000. Brad seconded. Motion passed (8-0).
- ii. Sweetwater Event Center (SEC) Block Grant Request
 - c) Mark made a motion to approve the SEC block grant in the amount \$70,000 for advertising. Brad seconded. Motion passed (8-0).
- iii. Miles Media Marketing Plan
 - d) Mark made a motion to approve the Miles Media

Marketing Plan in the amount of \$250,000. Brad seconded.
Motion passed (8-0).

ii. Board Project: Sweetwater Slam Summit Promotions

- a) The board discussed the project and tabled their decision pending attorney approval regarding land owner authorization of program.

iii. Branded Vehicle

- a) Devon made a motion to approve the Branded Vehicle. Jelly seconded. Motion passed (8-0).

iv. Continuing Education for CEO

- a) Mark made a motion to approve the Continued Education for CEO. Stacy seconded. Motion passed (8-0).

v. Executive Session

- a) Devon made a motion to approve the Executive Session. Mark seconded. Motion passed (8-0).

Q. Adjournment

- i. Devon made a motion to adjourn at 6:00 PM. Mark seconded. Motion passed (8-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith