



Sweetwater County Travel & Tourism Board

November 9th, 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, Brad Raney, Melissa Hutchinson, Randall Dale, Dominic Wolf, and Kim Strid.
 - 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; Brad seconded (motion passed 7-0).
- D. Correspondence
 - i. None
- E. Public Comment
 - i. None
- F. Approval of Minutes
 - i. September 14th, 2022
 - a) Mark made a motion to approve the meeting minutes from September 14th, 2022. Dominic seconded (motion passed 7-0).
 - ii. October 12th, 2022
 - a) Mark made a motion to approve the meeting minutes from October 12th, 2022. Dominic 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. Randy made a motion to approve checks #4809 to #4825 and an electronic payment of \$3,367.58 to EFTPS for federal taxes and payroll liabilities, in the amount of \$79,181.54. Mark seconded (motion passed 7-0).
- I. Chairperson's Report
 - i. Bridget reported on the following:
 - a) Superior Board Re-Appointment: 2nd Term
 - a. Dominic Wolf
 - b) Wamsutter Board Re-Appointment: 2nd Term

- a. Angelica Wood
- c) Rock Springs Board Appointment: 1st Term
 - a. Melissa Hutchinson
- d) Rock Springs Board Re-Appointment: 3rd Term
 - a. Stacy Colvin
- ii. Bridget also stated that she had attended the Fall Hospitality & Tourism Summit in Casper with Jenissa. She stated that it was great to network and learn about the state programs and that she felt that SWCTT was ahead of the game in many aspects as compared to other destinations around the state.
- J. Vice- Chairperson’s Report
 - i. Mark stated that he had been helping with the signage for Mustang Bike Loop Trail.
- K. Treasurer’s Report
 - i. Devon, Board Treasurer will be contacted for last months deposits.
- L. Director’s Report
 - i. Committees, Commitments & Attended Meetings
 - a) Jenissa reported on the meetings she attended since the last board meeting that included, Airstream Rally Meeting, WHTC Board Meeting, Lodging Tax Election Meetings, Director Meetings, Little America Developer Call, Zartico Demonstration Call, 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, and SMARI Call.

ii. Jenissa reported on the following projects:

Lodging Tax Election

- 81% Support!

Annual Audit

- Submitted Documentation
- Report Ready in December

Annual Report

- Preparing

Conversion/Advertising Impact Study

- Preparing

Board Member Orientation

Lodging Study

- Commissioning Consultant

Fall Hospitality & Tourism Summit

- Casper Oct. 19-20
- Great Networking

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

Mobile Visitor Center

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

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

- 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
 - Served on Selection Committee (other applicants)
 - Approved to move onto 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

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

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:

- October 2022 @ Hampton Inn in GR
 - REACH Awards and Downtown Main Street Presentations

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 November/December

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 – Won

iii. Measurables

- Jenissa showed the board the Website and social media, Lodging Tax Collection chart & the Occupancy Rate chart.
- Jenissa reported promo purchases in the amounts of \$564, \$934, and \$213.
- Mark made a motion to approve the Director's report. Kim seconded. Motion passes (7-0).

M. Old Business

i. Ratify October Email votes

- October Bills: \$80,847.22
 - Randy made a motion to approve the October bills. Mark seconded. Motion passed (7-0).
- Lead Generation Conference: \$3,515
 - Brad made a motion to approve the Lead Generation Conference. Dominic seconded. Motion passed (7-0).
- Airstream Sponsorship Discussion

N. New Business

i. Snow Removal Contract: Jackman Construction

- Brad made a motion to approve the snow removal contract with Jackman Construction. Randy seconded. Motion passed (7-0).

ii. Board Project Application: Tom Gagnon Tour Operation

- No one made a motion to approve the Tom Gagnon Tour Operation Board Project Application. Motion died (0-7).

iii. Annual Report

- Mark made a motion to approve the Annual Report creation and printing bid. Randy seconded. Motion passed (7-0).

iv. Conversion and Advertising Impact Study

- Brad made a motion to approve the Conversion and Advertising Impact Study in the amount of \$17,000. Mark seconded. Motion passed (7-0).

v. T&T Committee Update

O. Adjournment

- Randy made a motion to adjourn at 6:15 PM. Mark seconded. Motion passed (7-0).

Stacy Colvin
Secretary's signature

Date

Minutes submitted by Jenissa Meredith

