



Sweetwater County Travel & Tourism Board

December 11th, 2024

Rock Springs, Wyoming 82901

A. Call to Order

- a. Mark Lyon called the meeting to order at 5:30 PM.

B. Roll Call

- a. Members present: Cory Gardner, Mark Lyon, Devon Brubaker, Dominic Wolf, Julia Ruble, Tamara Musgrove, Kim Strid, Jessica Florencio, Melissa Hutchinson, Ainhoa Ferrer.
- b. Visitors, guests, and staff: Jenissa Meredith, Allison Volcic, Megan Warner and Toni Turnwall.

C. Approval of Agenda

- a. Dominic Wolf made a motion to approve the agenda as presented; Tamara Musgrove seconded. (Motion passed 10-0).

D. Correspondence

- a. A Christmas card was received from Miles Media along with a \$100 donation to United Way.
- b. Thank you cards and bags were received from the county clerk's office.

E. Public Comment

- a. None

F. Approval of Minutes – September 11, October 9 & November 13, 2024

- a. Dominic made a motion to approve the September, October, and November 2024 minutes; Tamara Musgrove seconded. (Motion passed 10 – 0).

G. Secretary – Signing of Minutes

- a. Angelica Wood will be contacted to sign the minutes.

H. Payment of Bills

- a. Julia Ruble made a motion to approve checks #5390 thru #5411, an electronic payment of \$5,399.70 for payroll liabilities, and voided check #5380, for a total amount of \$111,896.28; Jessica Florencio seconded. (Motion passed 10-0).

I. Chairperson's Report

- a. Mark Lyon is excited about Devon's reappointment for a third term and expressed his gratitude to Cory for hosting the Christmas party.

J. Vice Chairperson's Report

- a. None

K. Treasurers Report

- a. Devon Brubaker reported that he made two deposits for \$211,975.44 on September 27th and one for \$201,323.44 on November 18th, 2024.

L. Director's Report

a. Audit Report

- i. Jenissa reported that she was pleased to see the FY 2023-24 annual audit come back clean and that she makes that her top priority every year.

b. Indoor Sports Facility

- i. Jenissa reported that her CEO Industry Newsletter about the proposed indoor sports facility was well received by the community.
- ii. A feasibility study is underway; consultants met with local sports leaders

in October, and discussions went well.

- iii. Jenissa emphasized the importance of board feedback and support due to the significant need for this project.

c. Wyoming Business Council

- i. Jenissa attended the Utah Best Practices Event in Salt Lake City hosted by the Wyoming Business Council.

d. Destinations International

- i. Jenissa attended the final class in October and is preparing a final paper for graduation in July.
- ii. Jenissa continues serving on the Small Destination Committee and the Professional Development Committee.

e. One West Tourism Alliance

- i. Remains an active member.

f. Datafy

- i. Analyzing event statistics.

g. T&T Foundation

- i. Jenissa has addressed questions from the IRS on the application and provided the necessary details and is awaiting approval.

h. Miles Marketing Plan

- i. Collaborating with Miles to develop an app for the Flaming Gorge Driving Tour with Bandwango.
- ii. Re-vamping the guide and selling ad spaces.

i. Flaming Gorge Scenic Byway

- i. Jenissa reported that the National Scenic Byways office is now accepting applications for funding; applying for \$600,000 for the Henry Fork project.
- ii. A news release will follow once funding is secured.

j. RS Wayfinding

- i. Moving into phase two for fabrication.

k. Flaming Gorge Tour

- i. Focusing on small group experiences for the 2025 season.

l. Sweetwater Outdoor Rec Collaborative

- i. Jenissa is working with local partners to develop a brochure to help people navigate the safest floats in the area.
 - a. Awaiting approval from Game and Fish, BLM, and the City of Green River before proceeding.

m. Rock Springs Beautification

- i. The Beautification Committee started recognizing businesses quarterly for their efforts to enhance the community's appearance.

n. Lodging Association

- i. Meetings have resumed monthly.

o. Industry Newsletter

- i. Continues to receive positive feedback.

p. Lodging Occupancy

- i. Slight decline reported but ADR is up so lodging tax collections are good.

q. Approval of Director's Report

- a. Dominic Wolf made a motion to approve the director's report; Kim Strid seconded. (Motion passed 10-0).

M. Old Business

- a. Ratify October & November Votes
 - i. October Bills: \$86,295.22

- ii. October Indoor Sports Facility Feasibility Study: \$52,200
- iii. November Bills: \$109,807.09
- iv. Devon Brubaker made a motion to approve the October bills, October feasibility study, and the November bills; Jessica Florencio seconded. (Motion passed 10-0).

N. New Business

- a. Devon Brubaker made a motion to approve the FY 2023-24 Audit Report; Tamara Musgrove seconded. (Motion passed 10-0).
- b. Julia Ruble made a motion to approve the grant hearing in December for \$38,436.00; Kim Strid seconded. (Motion passed 10-0).
 - i. RSHS/Freshman Basketball Tournament: \$7,436.00
 - ii. Sweetwater Snowpokes/WY State Snowmobile Association Fun Days: \$3,000
 - iii. Quilting on the Green: \$2,500
 - iv. RSHS/Regional 4A West Basketball Tournament: \$8,000
 - v. RS Men's Hockey Assoc./ Bud Cup Hockey Tournament: \$4,500
 - vi. Sweetwater Aquatics Team/Shiver in the River: \$2,500
 - vii. Overland Stage Rodeo: \$2,500
 - viii. Muley Fanatic Foundation/Mule Deer Days: \$8,000

O. Adjournment

- i. Dominic Wolf made a motion to adjourn the meeting; Kim Strid seconded. (Motion passed 10-0).
- ii. Meeting closed at 6:00 PM.

Anjelica Wood
Secretary's Signature

Date

Minutes submitted by Megan Warner

