



Sweetwater County Travel & Tourism Board

March 12, 2025 @ 5:30 PM

Rock Springs, WY 82901

A. Call to Order

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

B. Roll Call

- a. Members Present: Mark Lyon, Cory Gardner, Dominic Wolf, Angelica Wood, Kim Strid, Julia Ruble, Ainhua Ferrer, Tamara Musgrove, and Jessica Florencio.
- b. Visitors, guests, and staff: Jenissa Meredith, Allison Volcic, Megan Warner, Kirk Young, JJ Syvrud, Berkley Young, Hope Lewis, Ryan Bledsoe, Katie Duncombe.

C. Approval of Agenda

- a. Angelica Wood made a motion to approve the agenda as presented. Dominic Wolf seconded. (Motion passed 9 - 0).

D. Correspondence

- a. None

E. Presentation - Berkley Young – Indoor Sports Facility Feasibility Study Phase 2

- a. Overview of the Study
 - i. The study is realistic and conservative
 - ii. Seeking input from attendees to ensure feasibility.
 - iii. The goal is to make reasonable decisions based on the teams collected data.
- b. Findings from Phase One
 - i. Residents strongly support the development of a sports facility
 - ii. Focus is shifting from residents to visitors to assess economic benefits.
- c. Facility Options Considered
 - i. Large Gymnasium
 - ii. Fieldhouse with Hardcourt & Turf (Preferred Option)
 - iii. Indoor Track – The track would give an advantage to track sports but limits other uses.
- d. Location Considerations
 - i. Ideal Placement: Near hotels and dining for tourism impact.
- e. Preferred Location: Rock Springs
 - i. Proximity to hotels and dining.
- f. Potential Sites
 - i. Near Rock Springs Rec Center
 - ii. Near Sweetwater Events Complex
- g. Land Requirements
 - i. Facility footprint
 - ii. Parking capacity (including bus parking).
- h. Funding & Ownership Discussion
 - i. Public (city-owned)
 - ii. Private ownership
 - Public-private partnership

- i. Potential Funding Sources
 - i. Public funding options – 6th penny tax, special district
 - ii. Corporate sponsorships and private funding
 - iii. On-site restaurant contributions.
- j. Revenue from Operations
 - i. Sports Camps
 - ii. Facility rentals (parties, leagues, events)
 - iii. Ticketed sports competitions
- k. Possible Partnerships
 - i. Educational facilities
 - ii. Hospitals and clinics
- l. Next Steps
 - i. Gather input from county and city officials.
 - ii. Select the facility site.
 - iii. Engage corporate sponsors before seeking public funds.
 - iv. Develop a project plan for public presentation.

F. Approval of Minutes

- a. December 11, 2024
 - i. Julia Ruble made a motion to approve the minutes from December 11th, 2024. Angelica Wood seconded. (Motion passed 9-0).
- b. January 8, 2024
 - i. Julia Ruble made a motion to approve the minutes from January 8th, 2024. Angelica Wood seconded. (Motion passed 9-0).
- c. February 12, 2024
 - i. Julia Ruble made a motion to approve the minutes from February 12th, 2024. Angelica Wood seconded. (Motion passed 9-0).

G. Secretary – Signing of Minutes

- a. Angelica Wood signed the minutes.

H. Payment of Bills

- a. Dominic Wolf made a motion to approve bills in the amount of \$91,373.90 including check numbers 5461 to 5476 and an electronic payment of \$5,470.52 to EFTPS for federal taxes and payroll liabilities. Ainhua seconded. (Motion passed 9-0)

I. Chairperson's Report

- a. Mark Lyon mentioned that Phase One of the wayfinding signs went well.

J. Vice Chairperson's Report

- a. Cory Gardner stated that he learned a lot from the sports facility feasibility study and that he is very excited about it.

K. Treasurer's Report

- a. Devon Brubaker deposited \$218,736.98 on December 12th, 2024.
- b. Devon Brubaker deposited \$134,351.79 on January 22nd, 2025.
- c. Devon Brubaker deposited \$74,037.47 on February 28th, 2025.

L. Directors Report

- a. Jenissa Meredith reported that both Allison Volcic and Megan Warner have been with Sweetwater County Travel and Tourism for two years and both will complete a 2-year performance evaluation.
- b. The Annual Report has been completed and Jenissa presented to various groups throughout Sweetwater County, receiving positive appreciation from all.
- c. The Wyoming Tourism & Hospitality Governor's Conference was a great success,

with the highest number of board members in attendance.

- d. The Governor appointed Jenissa to the Board of Directors for the Wyoming Office of Tourism and the Senate approved her appointment. She has successfully completed her orientation.
- e. Phase two of the WOT Destination Development Funding (Rock Springs Wayfinding) is underway. WYDOT has approved the permit, and we are continuing with the same vendor as before.
- f. Our non-profit status has been approved. We established bylaws for approval, opened a bank account, and responded to all IRS inquiries. The next step is to develop a board plan.
- g. We are in the development phase of creating a self-guided audio tour app of the Flaming Gorge All-American Road with Bandwango. The app will feature nine check-in stops, audio narration, and a curated Spotify playlist.
- h. We are revamping the SWC Visitor Guide and actively selling ad space. The process has been going well, and we hope businesses will become even more receptive to this opportunity in the future.
- i. We won a digital marketing award for the Flaming Gorge .30 video and will be receiving the trophy soon.
- j. With Karen Ruby retiring soon, we will be issuing a Request for Proposals and exploring a rebrand.
- k. Flaming Gorge bus tour dates are live and we have already been selling tickets.
- l. The Rock Springs Beautification Committee honored Kneeland's Fine Art and U-Haul with the Pride of Place Award.
- m. Jenissa submitted the final papers for her CDME certification and is set to graduate in July.
- n. We currently have 155 CTAs and have started holding monthly meetings.
- o. Occupancy has decreased slightly, but room rates have increased. Jenissa expressed her gratitude to everyone in the hotel industry for their contributions.
 - i. Angelica Wood made a motion to approve the director's report. Kim Strid seconded. (Motion passed 9-0).

M. Grant Hearing – Consent Agenda

- a. RSHS West Softball Tournament
 - i. Dominic Wolf made a motion to approve \$8,000 for the RSHS West Softball Tournament. Kim Strid seconded. (Motion passed 9-0).
- b. Shoot Pony Event
 - i. Dominic Wolf made a motion to approve \$4,500 for the Shoot Pony Event. Kim Strid seconded. (Motion passed 9-0).
- c. Art on the Green
 - i. Dominic Wolf made a motion to approve \$2,500 for Art on the Green. Kim Strid seconded. (Motion passed 9-0).
- d. All Out Ball Out
 - i. Dominic Wolf made a motion to approve \$8,000 for All Out Ball Out. Kim Strid seconded. (Motion passed 9-0).
- e. BMX Race
 - i. Dominic Wolf made a motion to approve \$6,000 for BMX Race. Kim Strid seconded. (Motion passed 9-0).
- f. Rudy Gunter Wrestling Tournament
 - i. Dominic Wolf made a motion to approve \$4,000 for the Rudy Gunter Wrestling Tournament. Kim Strid seconded (Motion passed 9-0).

- g. City of RS Shootout in the Springs
 - i. Dominic Wolf made a motion to approve \$6,000 for the City of Rock Springs Shootout in the Springs. Kim Strid seconded (Motion passed 9-0).

N. Old Business

- a. Ratify Email Votes
 - i. Tamara Musgrove made a motion to approve the email votes for the January 2025 bills totaling \$152,020.59 and the February 2025 bills for \$113,299.38. Angelica Wood seconded. (Motion passed 9-0).
 - ii. Tamara Musgrove made a motion to approve the email vote for the \$5,000 Board Project for Wyoming PBS. Angelica Wood seconded. (Motion passed 9-0).
 - ii. Tamara Musgrove made a motion to approve the email vote for the \$8,500 for Road Trippin KUTV2 News. Angelica Wood seconded. (Motion passed 9-0).

O. New Business

- a. Official Depository of Public Funds
 - i. Cory Gardner made a motion to approve the Official Depository of Public Funds. Anjelica Wood seconded. (Motion passed 9-0).
- b. Oath of Office
 - i. Board members were all read and signed an Oath of Office and each was notarized.
- c. Conflict of Interest
 - i. Board members all signed a Conflict of Interest Statement and each was notarized.
- d. Office Lease Renewal
 - i. Dominic Wolf made a motion to approve the office lease renewal. Julia Ruble seconded. (Motion passed 9-0).
- e. Block Grant Amendment (SEC)
 - i. Julia Ruble made a motion to approve the Sweetwater County Events Complex block grant amendment to allow them to use \$10,000 for signage. Ainhua Ferrer seconded. (Motion passed 9-0).
- f. Board Project Application
 - i. Dominic Wolf made a motion to approve the Board Project Application: Angling Wyoming Media for \$5,000. Cory Gardner seconded. (Motion passed 9-0).

P. Adjournment

- a. Dominic Wolf made a motion to adjourn the meeting. Cory Gardner seconded. (Motion passed 9-0).
- b. The meeting was closed at 7:32 PM.

Anjelica Wood
Secretary's Signature

Date