



Sweetwater County Travel & Tourism Board

June 11, 2025

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, Julia Ruble, Kim Strid, Angelica Wood, Cory Gardner, Dominic Wolf, Jessica Florencio
- b. Visitors, guests, and staff: Jenissa Meredith, Allison Volcic, Megan Warner

C. Approval of Agenda

- a. Julia Ruble made a motion to approve the agenda as presented; Dominic Wolf seconded. (Motion passed 7-0).

D. Correspondence

- a. None

E. Approval of Minutes

- a. March 12th, 2025
 - i. Julia Ruble made a motion to approve the minutes from March 12th, 2025; Dominic Wolf seconded. (Motion passed 7-0).
- b. April 9th, 2025
 - i. Julia Ruble made a motion to approve the minutes from April 9th, 2025; Dominic Wolf seconded. (Motion passed 7-0).
- c. May 14th, 2025
 - i. Julia made a motion to approve the minutes from May 14th, 2025; Dominic Wolf seconded. (Motion passed 7-0).

F. Secretary – Signing of Minutes

- a. Angelica Wood signed the minutes.

G. Payment of Bills

- a. Dominic Wolf made a motion to approve checks #5522 to #5549 and electronic payment of \$5,504.00 to EFTPS for federal taxes and payroll liabilities, in a total of \$138,601.15. Jessica Florencio seconded. (Motion passed 7-0).

H. Chairperson's Report

- a. Mark Lyon thanked Dominic Wolf for serving on the board.

I. Vice Chairperson's Report

- a. None

J. Treasurers Report

- a. Devon Brubaker made a deposit of \$44,253.76 on May 28th, 2025.

K. Director's Report

- a. **Wyoming Hospitality & Tourism Coalition:** Jenissa stated that they are developing a new Wyoming award program that is designed to spotlight and celebrate more leaders across the tourism industry. This initiative will officially launch at the upcoming Fall Summit.
- b. **Destination International:** Jenissa stated that she completed her CDME and is set to graduate in July.
- c. **National Travel and Tourism Week:** Jenissa stated that National Travel and

Tourism week went well. We held a clean up day and delivered donuts to hotel staff.

- d. **WOT Destination Development Funding:** The Wayfinding project has entered Phase Two. The project remains on track for completion in September.
- e. **Flaming Gorge Audio Tour:** The Flaming Gorge audio tour app is nearly finished. Jenissa will include the link in the upcoming industry newsletter.
- f. **New Travel Guides:** The new travel guides have arrived and have been distributed. Initial public feedback has been very positive.
- g. **Flaming Gorge Bus Tour:** The 2025 season is underway and kicked off to a good start.
- h. **Wyoming Outdoor Business Alliance:** The Wyoming Outdoor Business Alliance is planning a tour of the Flaming Gorge area for local media and legislators, aimed at increasing awareness and familiarity with the region. Jenissa has requested that board members participate in the tour to help represent and support this.
- i. **KUTV2 News:** KUTV2 News will be here to film on June 18th.
- j. **Sandboards:** We are still selling and promoting the sandboards and sand sleds.
- k. **Rock Springs Beautification Committee:** Jenissa stated that she attended the Arbor Day Event which went well. She also stated that the committee awarded the Pride of Place award to Anvil Wealth.
- l. **CTA Program:** Allison reported that there are currently 183 Certified Tourism Ambassadors (CTAs). The class is taking a break over the summer, but monthly events will continue. She has also organized a summer party at Bunning Park.

L. Old Business

a. Ratify Email Votes

- i. **April Bills:** Dominic Wolf made a motion to approve the April bills in the amount of \$143,469.71. Jessica Florencio seconded. (Motion passed 7-0).
- ii. **Rock Springs Way Finding Phase 2 - \$300,000:** Dominic Wolf made a motion to approve the Way Finding Phase 2 for \$300,000. Jessica Florencio seconded. (Motion passed 7-0).
- iii. **Marketing Agency Request for Proposals Process:** Dominic Wolf made a motion to approve the marketing agency request for proposals process. Jessica Florencio seconded. (Motion passed 7-0).
- iv. **May Bills:** Dominic Wolf made a motion to approve the May bills in the amount of \$262,967.08. Jessica Florencio seconded. (Motion passed 7-0).
- v. **FY 2025-26 Proposed Budget:** Dominic Wolf made a motion to approve the FY 2025-26 proposed budget. Jessica Florencio seconded. (Motion passed 7-0).
- vi. **Miles Marketing Plan July – September 2025 - \$65,159:** Dominic Wolf made a motion to approve the FY 2025-26 July-Sept media placement. Jessica Florencio seconded. (Motion passed 7-0).
- vii. **Amelia Earhart Documentary - \$5,000:** Dominic Wolf made a motion to approve the Amelia Earhart Documentary board project for \$5,000. Jessica Florencio seconded. (Motion passed 7-0).

M. New Business

a. Board Project

- i. **SMBA Interstate Signs:** Julia Ruble made a motion to approve the SMBA Interstate Signs board project for \$3,000. Dominic Wolf seconded.

(Motion passed 7-0).

- ii. Grant Hearing: Julia Ruble made a motion to approve the recommended funding of \$35,500 for grants. Kim Strid seconded. (Motion passed 7-0).
 - a. River Festival - \$6,000
 - b. Wyoming Assoc. of County Officers Conference - \$8,000
 - c. GR Knights Baseball Tournament – \$8,000
 - d. Red Desert Roundup Rodeo - \$8,000
 - e. Quilt Wyoming 2025 - \$2,000
 - f. Flaming Gorge Days - \$3,500

N. Adjournment

- a. Dominic Wolf made a motion to adjourn the meeting. Julia Ruble seconded. (Motion passed 7-0).
- b. Meeting closed at 6:06 PM.

Anjelica Wood
Secretary's Signature

Date

Minutes submitted by Megan Warner