



Sweetwater County Travel & Tourism Board

September 17th, 2025

Green River, WY, 82935

A. Call to Order

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

B. Roll Call

- a. Board Members Present: Mark Lyon, Angelica Wood, Ainhoa Ferrer, Dominic Wolf, Jessica Florencio, Lisa Carrillo
- b. Visitors, guests, and staff: Kandi Pendleton, Lisa Herrera, Rick Lee, Chad Banks, Jenissa Meredith, Allison Volcic, Megan Warner

C. Approval of Agenda

- a. Jessica made a motion to approve the agenda. Angelica seconded. (Motion passed 6-0).

D. Correspondence

- a. None

E. Public Comment

- a. None

F. Quarterly Reports

- a. Kandi Pendleton - Sweetwater Events Complex
 - i. Kandi reported that the Riffin Rally was a success, and organizers are planning to return in 2028. Attendees expressed interest in exploring more of Sweetwater County, particularly incorporating jeep activities, as many own jeeps. The event brought in a total of 465 motorcoaches, with direct spending in Sweetwater County totaling just under \$1 million.
 - ii. Kandi mentioned that the National High School Finals Rodeo was very successful; however, this was the final year the event will be held locally due to the organization's need for additional campsites and indoor facilities. Despite this, organizers shared that they enjoyed their time here. The event hosted 417 on-site campers, welcomed contestants from six different countries, and generated approximately \$11.5 million in spending.
 - iii. Kandi reported that Wyoming's Big Show went well overall, though there were a few slower days. The event generated \$4.1 million in spending, with \$2 million attributed to residents.
 - iv. Kandi noted that the Royal Crown event lost approximately half of its barrel racers to competition in Rapid City. Despite this, the event still generated around \$500,000 in spending.
 - v. Sweetwater Downs horse racing reported 6.5% increase, with total spending just under \$8 million.
- b. Lisa Herrera – Green River Chamber of Commerce
 - i. The Green River Chamber changed the traditional Clean-Up Day into a Clean-Up-Week, which turned into a stronger turnout.
 - ii. The Blue Way Map was officially release and Lisa and all the people involved were very excited about the outcome, noting the hard work that went into its completion.

- iii. The River Festival went great this year and had an amazing turn-out.
- iv. At the city's request, the Chamber is set to host a downtown event featuring movies, trunk-or-treat, and family fun.
- v. The Running with the Horses Marathon achieved record participation numbers. Despite a few hiccups with the BLM, the event went smoothly overall, and future marathons are expected to run more easily.
- vi. The Holiday Business Showcase is scheduled for November.
- c. Rick Lee – Rock Springs Chamber of Commerce
 - i. Rick stated that the Rock Springs Chamber of Commerce has returned to winter hours. He also stated that they have been experiencing ongoing issues with homelessness at the Chamber building.
 - ii. Rick said that the Chamber continues to provide Flaming Gorge passes; noted strong interest in year passes.
 - iii. The community response to the Sweetwater County Travel & Tourism Flaming Gorge Audio Tour business cards has been very positive, with many distributed.
 - iv. The Chamber welcomed new staff member, Ally Sweet, to the administrative office. She has been well received.
 - v. Recent luncheons attended by Megan Degenfielder and Governor Mark Gordon.
 - vi. The Leadership Program begins September 26th, with sessions including businesses, education, government, and the jail.
 - vii. The Chamber has been partnering with local churches to donate hygiene products to the community.
 - viii. They have been continuing license plate renewals for the third year, with ongoing success.
 - ix. Rick said the Patriot Golf Tournament on September 5th was very successful. Proceeds included a \$1,000 donation to local charities and support for the Chamber's foundation aiding critically ill children while traveling across the country.
- d. Chad Banks – Downtown Rock Springs
 - i. Chad thanked everyone for their involvement with the new Wayfind Signs.
 - ii. Downtown Rock Springs rolled out three new district brands: Park District, Railside District, and Los Americas District. New street banners were introduced in May to align with the new branding.
 - iii. Downtown Rock Springs converted a pop-up trailer into a downtown information center.
 - iv. Chad recognized the downtown Clean Up Team for their dedication and great contributions to the community.
 - v. Additional public art installations are underway downtown.
 - vi. The Brown Bag Concert Series was very successful this year.
 - vii. Main Street Market was very popular in its new street location, though some merchants expressed concerns; relocation may be considered for next year.
 - viii. Blues N' Brews attendance increased by 3%; 18% of ticket buyers were from out of town.
 - ix. Plans are underway to address and update vacant buildings.

G. Approval of Minutes

- a. July 14th, 2025
 - i. Jessica made a motion to approve the minutes from July 14th, 2025. Angelica

seconded. (Motion passed 6-0).

b. August 13th, 2025

- i. Jessica made a motion to approve the minutes from August 13th, 2025.
Angelica seconded. (Motion passed 6-0).

H. Secretary – Signing of the Minutes

- a. Angelica signed the minutes.

I. Payment of Bills

- a. Dominic made a motion to approve the September bills with checks #5615 to 5636 and an electronic payment of \$6,650.28 for payroll liabilities for a total of \$112,670.34.
Angelica seconded. (Motion passed 6-0).

J. Chairperson's Report

- a. None

K. Vice Chairperson's Report

- a. None

L. Treasurer's Report

- a. Devon made a deposit of \$195,353.09 on September 15th, 2025.

M. Director's Report

- a. Jenissa participated in a golf event for Wyoming Hospitality & Travel Coalition.
b. She participated in the One West Tourism Alliance Leadership Summit in July.
c. She completed her CDME certification with Destination International in July.
d. Since joining the Wyoming Office of Tourism Board, much of her time has been dedicated there. The board has been interviewing candidates for a new executive director, they recommended two finalists to the governor, and are awaiting his decision.
e. Phase two of the Wayfinding Signs will be installed by the end of the month, with 60 signs completed.
f. The Sweetwater Travel & Tourism Foundation has been established and is ready to be used when needed.
g. The RFP for marketing services was completed, and Miles Partnership was selected. Having worked with them since 2016, the transition should be smooth, and rebranding will take place soon.
h. The Flaming Gorge Audio Tour has been very successful with 100 participants already.
i. The Flaming Gorge bus tour season went very well, with the last public tour scheduled for September 26th.
j. Henry's Fork funding from the WOOR has been extended through 2027 and they are still awaiting an application decision from the National Scenic Byways office.
k. A new Blue Way brochure has been released, but it will be professionally updated before next summer's season.
l. The Rock Springs Beautification Pride of Place Award last quarter was presented to the Sweetwater Events Complex.
m. The Lodging Association has started up again and will recognize the new R.E.A.C.H Award recipients next meeting.
n. The Indoor Sports Facility steering committee will be meeting soon, and the elected officials will be invited.
o. Planning is underway for the 250th Anniversary of the United States in July 2026, and Jenissa will organize a scavenger hunt featuring historical sites.
p. Rock Springs has been added to toursinusa.com as a featured overnight stay.
q. Go Village Travels has added an itinerary with an overnight stay in Rock Springs in

2026, which is expected to bring more overnight visitation.

- r. The Certified Tourism Ambassador program will reach 200 members by October, and a celebratory lunch will be scheduled.

N. Old Business

a. Ratify August Bills

- i. Dominic made a motion to approve checks #5586 to #5612 and two electronic payments for \$6,709.00 and \$8,594.00 for payroll liabilities for a total of \$138,857.64. Jessica seconded. (Motion passed 6-0).

O. New Business

a. Budget Amendment

- i. Dominic read the resolution and made a motion to amend the 2025/2026 budget to \$3,052,816.00. Angelica seconded. (Motion passed 6-0).

b. Miles Media Plan September – June

- i. Ainhua made a motion to approve the Miles Media plan addition to a total of \$450,000. Dominic seconded. (Motion passed 6-0).

c. Royal Flush Contract – Airport Advertising

- i. Dominic made a motion to approve \$12,000 to Royal Flush for the advertising at the airport. Jessica seconded. (Motion passed 6-0).

d. Consent Agenda – Event Grants

- i. Jessica made a motion to approve \$8,000 for the Green River High School Thoman Invitational. Ainhua seconded. (Motion passed 6-0).
- ii. Jessica made a motion to approve \$8,000 for the Rock Springs Avengers/Rock Challenge. Ainhua seconded. (Motion passed 6-0).
- iii. Jessica made a motion to approve \$8,000 for the Green River High School Flaming Gorge Classic. Ainhua seconded. (Motion passed 6-0).

P. Adjournment

- a. Dominic made a motion to adjourn the meeting. Jessica seconded. (Motion passed 6-0).
- b. The meeting closed at 7:10 pm.

Anjelica Wood
Secretary's Signature

Date

Minutes submitted by Megan Warner