



Sweetwater County Travel & Tourism Board

December 10th, 2025

Rock Springs, WY, 82901

A. Call to Order

- a. Mark Lyon called the meeting together at 5:33 PM.

B. Roll Call

- a. Board Members Present: Mark Lyon, Angelica Wood, Ainhoa Ferrer, Jessica Florencio, Cory Gardner, Devon Brubaker, Julia Ruble, Kim Strid, Tamara Musgrove
- b. Visitors, guests, and staff: Jenissa Meredith, Allison Volcic

C. Approval of Agenda

- a. Julia Ruble made a motion to approve the agenda. Ainhoa Ferrer seconded. (Motion passed 10-0).

D. Correspondence

- a. None

E. Public Comment

- a. None

F. Approval of Minutes

- a. September 10th, 2025
 - i. Cory Gardner made a motion to approve the minutes from September 10th, 2025. Ainhoa Ferrer seconded. (Motion passed 10-0).
- b. October 8th, 2025
 - i. Cory Gardner made a motion to approve the minutes from October 8th, 2025. Ainhoa Ferrer seconded. (Motion passed 10-0).
- c. November 12th, 2025
 - i. Cory made a motion to approve the minutes from November 12th, 2025. Ainhoa seconded. (Motion passed 10-0).

G. Secretary – Signing of Minutes

- a. Angelica signed the minutes.

H. Payment of Bills

- a. Devon made a motion to approve checks #5685 to #5698 and an electronic payment of \$6,650.30 for payroll liabilities for a total of \$128,129.29. Cory seconded. (Motion passed 10-0).

I. Chairperson's Report

- a. Mark reported that Julia was reappointed on October 21st, 2025.

J. Vice Chairperson's Report

- a. None

K. Treasurer's Report

- a. Devon made a deposit of \$195,353.09 on September 15th, a deposit of \$185,177.82 on October 24th, and a deposit of \$173,452 on November 20th.

L. Director's Report

- a. Jenissa stated that she is no longer a member of the Wyoming Hospitality and Tourism Coalition; however, she did attend the Fall Summit.

- b. Jenissa is highly engaged with the Wyoming Office of Tourism Board. She recently attended the National Finals Rodeo (NFR) alongside the Board. Wyoming is the only state that provides direct support to rodeo contestants.
- c. Jenissa reported that Phase 2 of the Wayfinding Signs project has been completed.
- d. Sweetwater Travel and Tourism is awaiting the return of the brand study for its new look. Additional focus group testing on proposed taglines has been approved.
- e. We received great feedback on the Flaming Gorge bus tour this year.
- f. The Outdoor Callabritive will be working on two brochures this winter.
- g. The Rock Springs Gateway sign will undergo metal replacement and receive new paint.
- h. The Indoor Sports Facility is currently on hold.
- i. Sweetwater Travel and Tourism is planning on releasing a scavenger hunt app in honor of the 250th USA celebration.
- j. Lodging occupancy is down 8% compared to the same time last year.
- k. Devon made a motion to approve the director's report. Kim seconded. (Motion passed 10-0).

M. Old Business

a. Ratify October Bills

- i. Devon made a motion to approve checks #5637 to #5660, an electronic payment for \$6,650.28, and \$15.00 for payroll liabilities, for a total of \$141,022.98. Jessica seconded. (Motion passed 10-0).

b. Ratify November Bills

- i. Devon made a motion to approve checks #5661 to 5684, an electronic payment of \$6,650.24, and \$15.00 for payroll liabilities, for a total of \$263,948.62. Jessica seconded. (Motion passed 10-0).

N. New Business

- a. Tamera made a motion to re-elect Mark Lyon (President), Cory Gardner (Vice President, Anjelica Wood (Secretary), and Devon Brubaker (Treasurer). Julia seconded. (Motion passed 10-0).
- b. Consent Agenda – Event Grants
 - i. Devon made a motion to approve \$3,859.99 for the Green River Flaming Gorge Days/Flaming Gorge Days. Anjelica seconded. (Motion passed 10-0).
 - ii. Devon made a motion to approve \$4,000.00 for the Rock Springs High School/Conference Dual Girls Wrestling. Anjelica seconded. (Motion passed 10-0).
 - iii. Devon made a motion to approve \$4,000 for the Rock Springs High School/RSHS Boys Basketball Invite. Anjelica seconded. (Motion passed 10-0).
 - iv. Devon made a motion to approve \$4,500.00 for the Rock Springs Men's Hockey Association/38th Annual Bud Cup Hockey Tournament. Anjelica seconded. (Motion passed 10-0).
 - v. Devon made a motion to approve \$2,500.00 for the Overland Stage Stampede Rodeo. Anjelica seconded. (Motion passed 10-0).
 - vi. Devon made a motion to approve \$2,500.00 for the SWAT Swim Club/Shiver in the River. Anjelica seconded. (Motion passed 10-0).
 - vii. Devon made a motion to approve \$2,500.00 for Quilting on the Green. Anjelica seconded. (Motion passed 10-0).
 - viii. Devon made a motion to approve \$3,500.00 for the Top of the Rock Wrestling/Mac McCulley Youth Wrestling Tournament. Anjelica

seconded. (Motion passed 10-0).

O. **Adjournment**

- a. The meeting closed at 5:59 pm.

Anjelica Wood
Secretary's Signature

Date

Minutes submitted by Megan Warner

