



Sweetwater County Travel & Tourism Board

March 11, 2026 @ 5:30 PM

Green River, WY 82935

A. Call to Order

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

B. Roll Call

- a. Members Present: Mark Lyon, Kim Strid, Julia Ruble, Ainhua Ferrer, Tamara Musgrove, and Jessica Florencio.
- b. Visitors, guests, and staff: Jenissa Meredith, Allison Volcic, Tyler Fox, Megan Warner, Lisa Herrera, Chad Banks, Rick Lee

C. Approval of Agenda

- a. Julia made a motion to approve the agenda as presented. Kim seconded. (Motion passed 6-0).

D. Presentations

1. Rick Lee – Rock Springs Chamber of Commerce

- a. Rick shared that the Chamber is celebrating its 90th year as a corporation, originally chartered in 1936. They recently hosted the governor at the Broadway, where he discussed ongoing issues and met with local leadership, including the mayor.
- b. The Chamber recently held a cruise to help celebrate the 90-year milestone.
- c. The organization has been active with the Wyoming State Chamber and legislative efforts, helping guide members on informed decisions about issues to support.
- d. Their Leadership Group recently toured the Wyoming State Capitol in Cheyenne and had a personal visit with the governor.
- e. The Chamber has been offering TIPS training for volunteers working at local events. Three additional classes were added, with one more still planned.
- f. Upcoming events include the State of the City Address on March 12, with the mayor and most city council members in attendance.
- g. On April 9, a Legislator Report will be held at Young at Heart, where the public will have the opportunity to ask questions.
- h. A Conversation with the Commissioners will take place on April 16.
- i. The Annual Bowling for Business event will be held on April 24 to recognize local businesses.
- j. May 1–31 will be a month-long citywide clean-up effort.
- k. The Liberty Parade will take place on July 4, with emphasis on the 250th anniversary of the United States.
- l. The Patriot Golf Tournament **is** scheduled for September 11 and will also recognize the 250th celebration.
- m. The Rock Star Awards will be held on November 6.
- n. The Lighted Christmas Parade will take place on December 5 with the theme “Christmas in Rock Springs Throughout the Ages.”

- o. The local museum will host a Trivia Night this Saturday, with hopes of making it an ongoing event.
- p. The Chamber is also exploring the addition of a downtown bus tour that would travel through historic downtown and end at the park.

2. Lisa Herrera – Green River Chamber of Commerce

- a. Lisa shared that she and Jessica will be presenting at the Lodging Association meeting.
- b. The Awards Luncheon will be held on April 15 at the Hampton Inn & Suites Green River.
- c. The Leadership Roundtable – Session 1 is scheduled for March 31 and is already full.
- d. The Chamber recently toured the Tomahawk Building, which will include apartments along with business and retail space.
- e. Citywide Cleanup Week is scheduled for May 12–16.
- f. The 25th Annual River Festival will take place August 14–15.
- g. The Adopt-a-Tree program will be held in November.
- h. Jenissa is scheduled to present at the Lunch and Learn in June.
- i. The Chamber continues to send out a weekly e-newsletter.
- j. The Chamber hosted a February CTA group.
- k. The Decorating the Ducks event will move to Golden Hour.

3. Chad Banks – Downtown Rock Springs

- a. Chad reported that the Halloween Stroll and Trunk or Treat were combined this year and received a strong response from the community.
- b. Christmas in the Park was very successful. Tourism funding helped purchase a giant ornament that was added in 2025.
- c. A special access night was added so buses could bring elders through the park displays.
- d. Downtown Rock Springs is working on adding a sensory-friendly night for the event next year.
- e. They partnered with the Lions Club to bring a train to the park to give rides to children.
- f. A large social media effort helped promote the events and increase attendance.
- g. For 2026, plans include adding interactive floor tiles to the park displays.
- h. Snow globes may be available for rent in the park next year.
- i. They are also exploring glass-blowing classes where participants could make ornaments.
- j. The Magical Light Show is expected to return in 2026 and will be relocated to the northeast corner of the park.
- k. New street banners will be installed on several streets downtown.
- l. The Snowman Stroll has grown to include 24 snowmen and now features a word scramble and storytelling component.
- m. Broadway Theater hosted nearly 100 events in 2025 with attendance exceeding 11,000.
- n. The theater also introduced The Loft, a new event space located in the upper portion of the Broadway Theater.

4. Tamara Musgrove – Sweetwater Events Complex

- a. Tamara provided an overview of the Sweetwater Events Complex's performance, noting significant year-over-year growth. In 2025, the complex generated \$31 million in economic impact. She reported 23,801 RV nights and shared that for every \$1 invested in the complex, \$16.58 is returned to the community. She also explained that the facility is able to provide free services to local organizations because of the revenue generated by large events throughout the year.
- b. Tamara discussed several facility improvements completed in 2025, along with additional projects underway to keep the grounds feeling new and continually improving for visitors. This includes the Legacy Silo Project, funded through the America 250 grant, which will feature a pictorial timeline, gathering area, and other enhancements. Additional improvements are planned for 2026.
- c. She also addressed several events that will no longer take place at the complex, including the Escapade Rally, Royal Crown, and the National High School Finals Rodeo (NHSFR), noting that these events were seeking larger indoor facilities and have outgrown Rock Springs. She emphasized that the community would welcome NHSFR back anytime if circumstances allowed.
- d. Upcoming and returning events were highlighted, including Mule Deer Days this weekend, as well as major events scheduled for the coming years.

E. Correspondence

- a. None

F. Approval of Minutes

- a. December 10, 2026
 - i. Jessica made a motion to approve the minutes from December 10, 2026. Julia seconded. (Motion passed 6-0).
- b. January 14, 2026
 - i. Jessica made a motion to approve the minutes from January 14, 2026. Julia seconded. (Motion passed 6-0).
- c. February 11, 2026
 - i. Jessica made a motion to approve the minutes from February 11, 2026. Julia seconded. (Motion passed 6-0).

G. Secretary – Signing of the Minutes

- a. Anjelica will be notified to sign the minutes.

H. Payment of Bills

- a. Jessica made a motion to approve bills totaling \$85,479.99, including check numbers 5745 to 5760 and an electronic payment of \$6,981.28 to EFTPS for federal taxes and payroll liabilities. Kim seconded. (Motion passed 6-0).

I. Chairperson's Report

- a. None

J. Vice Chairperson's Report

- a. None

K. Treasurer's Report

- a. Devon deposited \$209,684.17 on December 22, 2025.
- b. Devon deposited \$105,832.99 on January 20, 2026.
- c. Devon deposited \$251.00 on January 30, 2026.
- d. Devon deposited \$66,794.18 on February 13, 2026.

L. Director's Report

- a. Jenissa reported that the Wyoming Office of Tourism Governor's

Conference went well, where she served as a session presenter.

- b. Jenissa was elected Vice Chair of the Wyoming Office of Tourism Board.
- c. Jenissa stepped down from the Wyoming Hospitality and Tourism Coalition in order to dedicate more time to serving on the Wyoming Office of Tourism Board.
- d. Jenissa continues to serve on the Board for the One West Tourism Alliance and will attend the upcoming board retreat and technology summit.
- e. Jenissa will attend the Destinations International Board Retreat in 2026.
- f. Jenissa will also attend the Destinations International Annual Convention in 2026.
- g. The T&T Foundation has been established as a nonprofit organization.
- h. Miles Marketing reported that the Flaming Gorge Tour App is performing well. The America 250th App is nearly complete, and a resident mailer will be distributed soon.
- i. Staff are currently preparing for the Flaming Gorge Tour.
- j. There is no update at this time regarding the Flaming Gorge Scenic Byway All-American Road Application.

M. Grant Hearing

- a. Muley Fanatics Foundation
 - i. Jessica made a motion to approve \$8,000 for the Muley Fanatics Foundation. Tamara seconded. (Motion passed 6-0).
- b. Sweetwater Shootout
 - i. Jessica made a motion to approve \$4,500 for the Sweetwater Shootout. Tamara seconded. (Motion passed 6-0).
- c. Art on the Green
 - i. Jessica made a motion to approve \$2,500 for Art on the Green. Tamara seconded. (Motion passed 6-0).
- d. All Out Ball Out
 - i. Jessica made a motion to approve \$8,000 for All Out Ball Out. Tamara seconded. (Motion passed 6-0).
- e. Sweetwater JH/HS Rodeo
 - i. Jessica made a motion to approve \$6,000 for the Sweetwater JH/HS Rodeo. Tamara seconded. (Motion passed 6-0).
- f. RSHS West 4A South Softball Tournament
 - i. Jessica made a motion to approve \$8,000 for the RSHS West 4A South Softball Tournament. Tamara seconded. (Motion passed 6-0).
- g. Rudy Gunter Wrestling Tournament
 - i. Jessica made a motion to approve \$5,000 for the Rudy Gunter Wrestling Tournament. Tamara seconded. (Motion passed 6-0).
- SW WY BMX Race
 - i. Jessica made a motion to approve \$6,000 for the SW WY BMX Race. Tamara seconded. (Motion passed 6-0).

N. Old Business

- a. Jessica made a motion to approve the January 2026 bills totaling in \$126,734.53 and the February bills totaling in \$149,853.92. Ainhwa seconded. (Motion passed 6-0).
- b. Jessica made a motion to approve the State Hockey Tournament for \$4,000. Kim seconded. (Motion passed 6-0).
- c. Jessica made a motion to approve the Road Trippin KUTV2 News for \$8,500. Tamara seconded. (Motion passed 6-0).

O. New Business

- a. Jessica made a motion to approve the grant hearing. Julia seconded. (Motion passed 6-0).
- b. Tamara made a motion to approve the Official Depository of Public Funds. Ainhoa seconded. (Motion passed 6-0).
- c. Board members were given the Oath of Office to sign and have notarized.
- d. Board members were given a Conflict of Interest Statement to sign and have notarized.
- e. Julia made a motion to approve the office lease renewal. Tamara seconded. (Motion passed 6-0).
- f. Julia made a motion to approve the Board Project Application from SMBA. Jessica seconded. (Motion passed 6-0).

P. Adjournment

- a. Ainhoa made a motion to adjourn the meeting. Jessica seconded. (Motion passed 6-0).
- b. The meeting was closed at 7:32 PM.

Anjelica Wood
Secretary's Signature

Date

Minutes submitted by Megan Warner

