

Wind River Visitors Council (WRVC) Meeting Minutes

Thursday, March 24, 2022

Shoshoni Senior Center, Shoshoni, WY

PRESENT: Frank Welty – Dubois; Randy Lahr – Dubois; Julie Buller – Riverton; Hal Herron – Riverton; Owen Sweeney – Lander; Thomas Pede – Lander (via Zoom); John Bass – County; Helen Gordon – Hudson; Joel Highsmith – Shoshoni; Cy Lee – County (Arrived 10:29 a.m.)

ABSENT: None

WRVC STAFF: Helen Wilson, Melanie Hoefle

GUESTS: Gary Weisz – Shoshoni; Tony Tolstedt – Riverton City Administrator; Janet Winslow – Riverton Chamber of Commerce; Kevin Kershnik – IDEA Inc.; Nita Kehoe – CWC Riverton.

CALL TO ORDER: President Randy Lahr called the meeting to order at 10:03 a.m. A quorum was present.

REVIEW & APPROVE AGENDA: Frank Welty moved, and Owen Sweeney seconded to approve the Agenda. Motion carried unanimously.

APPROVAL OF JANUARY 27 MINUTES: Owen Sweeney moved, and Julie Buller seconded to approve the Minutes as submitted. Motion carried unanimously.

TREASURER’S REPORT: Helen Wilson presented the Treasurer’s Report.

- A. The Board asked a few questions about the Statement of Activities page in the Financial Report, and Helen explained.
- B. Hal Herron requested that page numbers be added to future Financial Reports.
- C. Within the next year, Helen Wilson plans to send out a request for proposals for accounting services.
- D. The Board discussed the process of being audited, as the WRVC has surpassed \$1,000,000 this fiscal year, which means that a CPA Audit is required.
- E. Hal Herron moved, seconded by Frank Welty, to approve the Financial Report. Motion carried unanimously.

EXECUTIVE SESSION (closed to the public): Randy Lahr called an Executive Session at 10:32 a.m. with the full Board of Directors to discuss the Executive Director’s salary. The session ended at 11:03 a.m.

Following the Executive Session, Hal Herron moved to form a compensation committee to research staff payroll, and Helen Gordon seconded. Hal Herron, Frank Welty, Helen Gordon and Joel Highsmith volunteered to be part of that committee. Motion carried unanimously.

FISCAL YEAR 2022/2023 PROPOSED JOINT POWERS BUDGET:

- A. Helen Wilson discussed the budget. The biggest difference in the budget for the 2022/2023 fiscal year is the numbers are actual instead of projected, and will be based off the previous full fiscal year's lodging tax income.
- B. Julie Buller and Hal Herron, with Kevin Kershisnik, proposed that the "Airservice Marketing/FAST-incoming leisure market" budget amount be increased to \$30,000. Kevin gave a short presentation about the importance of increasing enplanements both in and out of the Central Wyoming Regional Airport, financial support and getting the word out for locals continuing to use the airport. Helen Gordon expressed concern about the lack of available flights. Helen Wilson expressed concern with the lack of cars available at the car rental facility, and Kevin stated that his provider will be trying to increase the amount of rental cars available this year. Owen Sweeney also expressed concern about not being able to return the rental cars to other locations, which is not convenient for tourists. Helen Wilson recommended that if the Board opted to change the budget from \$20,000 to \$30,000 for airservices marketing, that it come from the current fiscal year's budget. Helen Gordon moved to pull \$10,000 from reserves for airport marketing out of the current fiscal year. Hal Herron seconded. Motion carried unanimously.
- C. To address the shortage of rental vehicles in Fremont County, which prevents influencers and media from flying into Central Wyoming Regional Airport, John Bass suggested a WRVC vehicle that is wrapped with Wind River Country advertisements. Cy Lee mentioned borrowing a Tesla from Wind River Internet, and Helen Wilson will be speaking with him about this option.
- D. The WRVC's four signers will need to sign a Pledging Application to be submitted to the bank for insurance on funds over \$250,000, the FDIC limit.
- E. While the compensation committee will soon reconvene with a decision about the proposed staff pay, Frank Welty moved, and Cy Lee seconded, to approve the Fiscal Year 2022/2023 Proposed Joint Powers Budget. Joel Highsmith voted no; all else were in favor. Motion carried.

ANNOUNCEMENT REGARDING WRVC OFFICER POSITIONS/COMMITTEE

FORMATION: Randy Lahr announced that the current Executive Committee would make recommendations at the next Board Meeting as to new Executive Committee Members.

MEETING SCHEDULE: Joel Highsmith expressed concern that too much is going on for the Board of Directors to only have bi-monthly meetings. He proposed that the WRVC move to monthly meetings. The idea of work sessions was also discussed.

Joel Highsmith motioned to move to a regular monthly Board Meeting schedule, and Julie Buller seconded. Three Board Members voted in favor and six voted against. Motion did not pass.

EXECUTIVE DIRECTOR'S REPORT: Helen Wilson presented several of the current projects that the WRVC is working on, such as the Backcountry Discovery Routes Film Tour, getting Dubois and Lander-South Pass City recognized as Gateway Communities for Continental Divide Trail, BearSaver bins in Sinks Canyon State Park, bike racks in Riverton, an expanded Wind River Indian Reservation Audio Tour and a county-wide event called Wind River Rally. She also showed current state co-ops and social media statistics.

PUBLIC COMMENTS: Nita Kehoe, professor of art at CWC, presented a packet for the "Fremont Passage Monument" that is to be installed at the Central Wyoming Regional Airport. Randy Lahr asked that the Board attend more FCAG meetings, as they are scheduled in conjunction with the WRVC Board Meetings. Helen Wilson will be presenting twice a year to the FCAG group.

There being no further business to come before the meeting, the meeting adjourned at 12:30 p.m.

Respectfully submitted, Melanie Hoefle.