

Wind River Visitors Council (WRVC) Meeting Minutes

Thursday, May 26, 2022

Lander Chamber of Commerce, Lander, WY

PRESENT: Randy Lahr – Dubois; Julie Buller – Riverton; Hal Herron – Riverton; John Bass – County; Joel Highsmith – Shoshoni; Thomas Pede – Lander; Cy Lee – County; Helen Gordon – Hudson (Via Zoom); Owen Sweeney – Lander (Arrived 10:40 a.m.)

ABSENT: Frank Welty – Dubois

WRVC STAFF: Helen Wilson, Melanie Hoefle

GUESTS: Gary Weisz – Shoshoni; Bethany Baldes – Riverton

CALL TO ORDER: President Randy Lahr called the meeting to order at 10:05 a.m. A quorum was present.

REVIEW & APPROVE AGENDA: Hal Herron moved, and John Bass seconded to approve the Agenda. Motion carried unanimously.

PUBLIC HEARING ON FY 2022/2023 BUDGET: No public comments were made.

APPROVAL OF MARCH 24, 2022 MINUTES: Hal Herron moved, and Cy Lee seconded to approve the Minutes as submitted. Motion carried unanimously.

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

- A. Helen provided the Board with the Lodging Tax Voting Records from 1990 to 2018.
- B. The Board discussed E-Star reports, which provide hotel data. A minimum of four hotels in a given town/city need to report in order for that town/city to be included in the reports. Riverton is the only town/city in Wind River Country that currently has enough reporting hotels. Helen reported that the Wyoming Office of Tourism has started providing the WRVC with quarterly reports, which include visitation numbers and visitor spending data.
- C. The Board asked a few questions about the Statement of Activities page in the Financial Report, and Helen explained.
- D. Hal Herron moved, seconded by John Bass, to approve the Financial Report. Motion carried unanimously.

ENGAGEMENT LETTER: The board discussed the Engagement Letter provided by Reddon Koehn & Associates, the WRVC’s accountant. The Board requested that Helen Wilson create a

Scope of Work and consider putting out a Request for Proposals for accounting services. The Board also discussed the idea of hiring a bookkeeper for part of the services.

EXECUTIVE SESSION (closed to the public): Randy Lahr called an Executive Session at 10:45 a.m. with the full Board of Directors to discuss staff salaries. The session ended at 11:30 a.m.

Hal Herron moved to go back into Executive Session to discuss the Community Engagement Manager's salary, and Owen Sweeney seconded. Motion carried unanimously.

EXECUTIVE SESSION (closed to the public): Randy Lahr called another Executive Session at 11:39 a.m. with the full Board of Directors to discuss the Community Engagement Manager's salary. The session ended at 11:42 a.m.

Following the Executive Session, the Board announced that the Executive Director's salary would be increased to \$75,000. They will continue to discuss a matrix for possible bonuses. The Community Engagement Manager's salary was increased to \$43,000. Hal Herron moved to accept the salaries. John Bass seconded. Motion carried unanimously.

OFFICER RECOMMENDATIONS: Randy Lahr recommended Helen Gordon move into the Officer Position of Treasurer. Randy Lahr also recommended that Owen Sweeney continue as Vice President, John Bass continue as Secretary, and Randy Lahr continue as President. Hal Herron moved, and Julie Buller seconded the recommendations. Helen Gordon abstained from the vote. The motion passed.

FY 2022/2023 JOINT POWERS BUDGET UPDATE:

- A. The FY 2022/2023 Joint Powers Budget has been approved in Hudson, Lander, Riverton and Shoshoni.
- B. Hal Herron asked that in future budgets a column be added to show the previous fiscal year's numbers for comparison.
- C. The Board discussed the process of how the budget is made and will create a budget committee for fiscal year 2023 to 2024.

REVIEW RESERVE POLICY: The reserve policy was reviewed. Hal Harron moved, and John Bass seconded, to change the Wind River Visitors Council's Cash Reserve Policy to have a target balance equaling 50 percent of the last three years' average gross revenue, rather than the previous 25 percent. Motion carried unanimously.

FORMAL VOTE TO REQUEST THAT THE COUNTY COMMISSIONERS PUT THE LODGING TAX ON THE BALLOT: Cy Lee moved, and Hal Herron seconded, to put the lodging tax on the ballot. Motion carried unanimously.

Due to a lack of time, the Board will have a special meeting the third Thursday in June for Helen Wilson to present the Marketing Plan.

There being no further business to come before the meeting, the meeting adjourned at 12:14 p.m.

Respectfully submitted, Melanie Hoefle.