

**Wind River Visitors Council Meeting Minutes**  
**Thursday, Sept. 23, 2021**  
**Chamber of Commerce, Lander, WY**

**PRESENT:** Joel Highsmith – Shoshoni; Frank Welty – Dubois; Randy Lahr – Dubois; Cy Lee (Zoom) – County; Hal Herron – Riverton; Julie Buller – Riverton; Helen Gordon – Hudson; Thomas Pede – Lander

**ABSENT:** Owen Sweeney – Lander; John Bass – County

**WRVC STAFF:** Helen Wilson, Melanie Hoefle

**GUESTS:** Janet Winslow – Riverton Chamber of Commerce; Gary Wise – Shoshoni; Tony Tolstedt – Riverton City Administrator, Amy Larsen - Wyoming Office of Tourism

**CALL TO ORDER:** President Randy Lahr called the meeting to order at 10:01 a.m. A quorum was present.

**REVIEW & APPROVE AGENDA:** Frank Welty moved, and Thomas Pede seconded to approve the Agenda. Motion carried unanimously.

**PUBLIC COMMENTS:** Janet Winslow talked about a meeting with the WRVC earlier in the week. This meeting addressed updating WRVC's Riverton page, as well as other topics. The WRVC will continue to work with Janet and the Riverton Ambassadors to get the page updated. The Board discussed the option of advertising in Yellowstone magazine. Helen Wilson expressed concerns that the magazine currently doesn't promote the Riverton airport. She also expressed that marketing reach is likely better with the Jackson Hole Chamber of Commerce and the Jackson Hole Explorer, although she'll be reviewing the Yellowstone media packet.

**APPROVAL OF JULY 23 MINUTES:** Frank Welty moved, seconded by Joel Highsmith, to approve the Minutes as submitted. Motion carried unanimously.

**TREASURER'S REPORT:** Refer to the Financial Statements ending August 31, 2021.

The Board had questions about expenditures, and Helen explained. Granite & Light LLC – FAM Tour (\$1,500), Rudloff Solutions – Job board and COVID and communication safety plan (\$2,350). Wyoming Outdoor Council Red Desert Map reprint (\$2,000), Rim advertising (\$5,465.81), etc.

Hal Herron moved, and Julie Buller seconded the motion to approve budget reports. Motion carried unanimously.

**NEW BUSINESS:** Amy Larsen of the Wyoming Office of Tourism shared about the recent motorcoach FAM tour that partially took place in Fremont County. The Wind River Visitors Council was involved in planning and coordinating the tour. All involved parties thought that the FAM tour was successful.

Signs for Dubois, Lander, Shoshoni – We must stay below the price of the second lowest bid (\$109,606.13). Due to CARES policies, the signs need to be complete by December 20. The purpose of these signs is to relay messages regarding safety precautions, openings/closings, mass testing and other COVID-related information. Joel Highsmith offered to handle communications with the sign companies. Julie Buller motioned, and Hal Herron seconded. Board approved unanimously.

Cell phone expenses – Helen requested \$50 a month for both Melanie and Helen’s use of personal phones for business. Hal Herron moved, and Julie Buller seconded. Motion passed unanimously.

**OLD BUSINESS:** Code of Conduct – Hal Herron moved, and Julie Buller seconded to not pursue creating a Code of Conduct at this time. Motion passed unanimously.

**REPORTS FROM STAFF:** Helen reported April through August’s lodging tax numbers are very high.

Truly 360 – Helen has been reviewing Truly 360’s work and has been exploring other companies that offer similar services. She’ll make a decision on whether or not to continue utilizing Truly 360’s services after their scheduled webinar on October 12. Helen welcomes any proposals to be sent her way and will review them in late October.

The New Fly Fisher is returning to Fremont County and filming from October 1 to 6. They’ll be filming Boysen Reservoir, Wind River Canyon (first two miles—non-Reservation), the C&E Hunt Club and several other locations.

Mel presented social media statistics, which are good. Good Morning America video was played. The video highlights Wind River Country, specifically the Wind River Indian Reservation’s Wild Horse Sanctuary.

There being no further business to come before the meeting, the meeting adjourned at 12:01 p.m.

Respectfully submitted, Melanie Hoefle.