

Wind River Visitors Council (WRVC) Meeting Minutes

Thursday, March 23, 2023

Dubois Town Hall (Council Chambers), Dubois

PRESENT: Owen Sweeney – Lander; Frank Welty – Dubois; Krista Lobera – Lander; Hal Herron – Riverton; Kip Post – County; Joel Highsmith – Shoshoni; Randy Lahr – Dubois; Julie Buller – Riverton (via Zoom); Helen Gordon – Hudson (via Zoom); Cy Lee – County (Arrived 10:42 a.m. via Zoom)

ABSENT: None

WRVC STAFF: Helen Wilson, Melanie Hoefle

GUESTS: Leilani Williams – Dubois Town Hall; Amy Cross – Dubois Town Hall; Gary Weisz – Shoshoni; Amanda Verheul – Dubois

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

REVIEW AND APPROVE AGENDA: Joel Highsmith requested to move item number seven on the Agenda (Executive Session) to immediately after Review and Approve Agenda, as he would not be able to attend the entire meeting. Hal Herron moved, and Owen Sweeney seconded to approve the Agenda with the change. Motion carried unanimously.

EXECUTIVE SESSION (closed to the public): Randy Lahr called an Executive Session with the Board of Directors and Helen Wilson at 10:05 a.m. The topic was personnel. (Ended at 10:42 a.m.)

APPROVAL OF JANUARY 26, 2023 MINUTES: Joel Highsmith moved, and Helen Gordon seconded, to approve the Minutes. The Board discussed, and Hal Herron and Julie Buller requested that verbiage be added to the January 26, 2023 Minutes. The initial motion died. Kip Post moved, and Frank Welty seconded, “to amend the Minutes to indicate that the bonus and salary adjustments would be based on criteria developed by the Compensation Committee and approved by the full Board of Directors.” Motion carried unanimously.

TREASURER’S REPORT:

Helen Wilson presented the Treasurer’s Report. The Board asked a few questions about the Financials, and Helen Gordon and Helen Wilson explained. Owen Sweeney moved to approve the Financials as presented, and Krista Lobera seconded. Motion carried unanimously.

REVISE DESTINATION DEVELOPMENT PROGRAM “SPENDING PLAN:”

Helen Wilson requested that the Haunted/Historical Places video project be removed from the Destination Development Program “Spending Plan.” She requested that the Wind River Visitors Council hire a contractual Special Projects Coordinator to help with some of the logistics that are part of the Destination Development Program projects. She asked to bring on Bruce Palmer for this role at a rate of \$32.50 per hour. Kip Post moved to “change the Destination Development budget to remove the Haunted/Historical Places video for \$20,000 and replace that with a contract to Bruce Palmer for up to \$20,000 at \$32.50 per hour, and Helen will follow that up with more details from Bruce.” Owen Sweeney seconded. Frank Welty abstained from the vote. Motion carried.

FISCAL YEAR 2023/2024 PROPOSED JOINT POWERS BUDGET:

Helen Wilson presented the Fiscal Year 2023/2024 Proposed Joint Powers Budget. She requested that the representatives from each municipality attend the Town/City/County budget hearings. Kip Post moved, and Owen Sweeney seconded, to approve the Fiscal Year 2023/2024 Proposed Joint Powers Budget with the following adjustments: Change Line 22, “WRVC Payroll (2 Staff \$75k, \$43k), Bonus Potential, 10%,” to read as, “WRVC Payroll (2 Staff \$75k, \$43k), Compensation Adjustment up to 10%”; Increase Line 26 “Conference Attendance, Mileage, Meals” from \$11,500 to \$15,000; Decrease Line 52 “New Opportunities” from \$77,246 to \$73,746; and remove Line 75 “Haunted/Historical Places Video” and replace with a contractual Special Projects Coordinator position. Motion carried unanimously.

DIRECTOR’S REPORT: Helen Wilson presented the Director’s Report.

- A. Lodging tax revenue is up. January and February saw record-breaking revenue, and the WRVC is seeing the second best year in revenue ever, with FY 2021 to 2022 being the highest.
- B. Helen Wilson was the keynote speaker at the Lander Chamber of Commerce’s Community Awards Luncheon. The WRVC received a lot of positive feedback from the presentation. This resulted in a monthly Coffee Time spot with KOVE.
- C. Helen Wilson has been working with the University of Wyoming to organize the Inter-Tribal Tourism Summit on April 21 at the Shoshone Rose Casino & Hotel and the Wind River Hotel & Casino. Cy Lee has also been involved.
- D. The WRVC is getting new winter photos featuring family-friendly winter activities and will also be doing a summer photo shoot.
- E. Helen Wilson presented the media that has recently featured Wind River Country.

PUBLIC COMMENTS: Amy Cross requested the latest copy of the WRVC’s Financial Statements. Amy also asked if the Town of Dubois could receive a digital copy of the Board Packet before WRVC Board Meetings. Helen Wilson requested that the Board make a list of

people who should receive Financials before meetings. Amanda Verheul and Gary Weisz also asked to receive the WRVC Financials.

There being no further business to come before the meeting, the meeting adjourned at 11:59 a.m.

Respectfully submitted, Melanie Hoefle.