

Wind River Visitors Council (WRVC) Meeting Minutes
January 25, 2024
CWC, Riverton

PRESENT: Helen Gordon – Hudson; Frank Welty – Dubois; Hal Herron – Riverton; Joel Highsmith – Shoshoni; Julie Buller – Riverton; Kip Post – County; Erika Yarber (arrived at 10:09 a.m.) – County; Krista Lobera - Lander (Zoom arrived at 10:15 a.m.)

ABSENT: Ben Barto – Dubois; Owen Sweeney – Lander

WRVC STAFF: Helen Wilson, Carlos Solis

GUESTS: Liz Furman – Dubois; Dan Furman – Dubois; Gary Weisz – Shoshoni; Cathy Cline – Riverton; Chris Konija – Shoshoni, Tiffany Cortez – Riverton; Mayor Sherry Oler – Hudson, Sarah Elmquist Squires – Riverton

CALL TO ORDER: Vice President Frank Welty called the meeting to order at 10:04 a.m. A quorum was present.

REVIEW & APPROVE AGENDA: Helen Gordon moved to approve the Agenda. Hal seconded. Motion carried.

PUBLIC COMMENTS: Cathy Cline spoke about two projects, a Monuments & Markers project featuring the 1838 Rendezvous site and a TravelStorys project featuring the Art Banner Project.

APPROVAL OF NOVEMBER 16, 2023 MINUTES: Joel moved to approve the November 16 Minutes. Hal seconded. Motion carried.

PERSONNEL VOTE: Frank requested that the Board take a vote in public on Helen Wilson's salary increase, and asked that it be retroactive from November 17, 2023, the day after the last Board Meeting, where the increase was discussed. He requested a vote for a seven percent salary increase (\$5,250) and a three percent bonus (\$2,250) take place. Joel moved. Helen Gordon seconded. Motion carried unanimously.

TREASURER'S REPORT: Helen Gordon and Helen Wilson presented the Treasurer's Report. Hal congratulated the Wind River Visitors Council for renewing federal trademarks in house, as the process is lengthy and can be expensive if an attorney is used. Julie moved to approve the submitted financials and bills. Hal seconded. Motion carried.

DIRECTOR'S REPORT: Helen Wilson presented the Director's Report, which included an update on her application for a position on the Wyoming Office of Tourism Board of Directors

(she applied and is awaiting a decision); the Board retreat, which will likely take place in September or October; the Wyoming Governor's Hospitality & Tourism Convention, which Helen Gordon, Helen Wilson and Erika Yarber will be attending; International Roundup; an update on public officer trainings; a new podcast that the Wind River Visitors Council will launch during National Travel and Tourism Week; and winter marketing campaigns and recent media coverage.

TAD REPORTS (RIVERTON, SHOSHONI): Executive Director of the WY Riverton Chamber & Visitors Center, Tiffany Cortez, presented Riverton's TAD report. Tiffany reported that 2024 TAD applications will be distributed soon. Chief Chris Konija from the Town of Shoshoni presented Shoshoni's TAD Report. Shoshoni currently has one application for TAD and the one-half cent economic development tax.

SECOND AMENDMENT TO THE JOINT POWERS AGREEMENT—UPDATE: Helen Wilson once again presented the Wind River Visitors Council's draft Second Amendment to the Joint Powers Agreement at the Fremont County Association of Governments (FCAG) meeting. Besides from rewording one sentence in order to make it more clear, the Wind River Visitors Council has made no additional changes to the draft Second Amendment since the last FCAG meeting, and the draft is on the Agenda for discussion at the afternoon FCAG meeting.

TOURISM ASSET DEVELOPMENT—DISCUSSION: Helen Wilson presented the revised TAD Program Information, which will be distributed to participating communities. The revision aims to clarify the program and to better explain how funds can be spent. Starting on July 1, participating communities will be required to use an application that will be provided by the Wind River Visitors Council. Kip requested that in addition to the application, the Wind River Visitors Council also provide a template for reporting. Helen agreed and will create both documents.

DESTINATION DEVELOPMENT PROGRAM—DISCUSSION: Helen provided an update on where the Wind River Visitors Council is with each Destination Development Program project.

VISITOR SERVICES REPRESENTATIVE—UPDATE: The Wind River Visitors Council has received several applications for the Visitor Services Representative position. Helen Wilson and Owen have scheduled four interviews.

JOINT POWERS BUDGET COMMITTEE—UPDATE (HELEN GORDON, HAL HERRON, KIP POST, HELEN WILSON, OWEN SWEENEY): The budget committee reported that they have starting meeting and are working on the fiscal year 2024 to 2025 budget, which will be presented to the Board at the March 28 meeting.

CWC TOURISM FEASIBILITY STUDY COMMITTEE—UPDATE: Julie stated that the committee is moving slowly, but they will provide an update at the March 28 meeting. Julie, Hal and Helen Gordon make up the current committee, and Erika asked to be added.

ADJOURNMENT: Kip moved for the meeting to be adjourned. Helen Gordon seconded. The motion carried at 11:47 a.m.

Respectfully submitted, Carlos Solis