

Wind River Visitors Council (WRVC) Meeting Minutes
Thursday, September 26, 2024
Central Wyoming College, Riverton

PRESENT: Helen Gordon – Hudson; Owen Sweeney – Lander; Krista Lobera – Lander; Hal Herron – Riverton; Bryce House – Riverton; Joel Highsmith – Shoshoni; Erika Yarber – County, (via Zoom); Kip Post – County

ABSENT: Frank Welty – Dubois; Dave Furman – Dubois

WRVC STAFF: Helen Wilson, Kelsey Ball, Megan Friday, Josie Dike

GUESTS: Anne Even, City of Lander; Sarah Elmquist Squires, Riverton Ranger

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

REVIEW & APPROVE AGENDA: Helen Gordon made a motion to add an Executive Session (personnel) after the Treasurer’s Report and before the Director’s Report. She requested that Helen Wilson be present. Krista Lobera seconded. Motion carried unanimously.

ANNOUNCEMENT OF NEW BOARD MEMBER: Helen Wilson announced that Dave Furman has been appointed as the new Dubois Representative. He will be sworn in at the November Board Meeting.

APPROVAL OF JULY 25, 2024 MINUTES: Hal moved to approve the Minutes. Helen Gordon seconded. Motion carried unanimously.

TREASURER’S REPORT: Helen Gordon and Helen Wilson presented the Treasurer’s Report. The Board asked a few questions about the Statement of Activities in the Financial Report, and Helen Gordon and Helen Wilson explained. Owen moved to approve the Financial Report. Kip seconded. Motion carried unanimously.

EXECUTIVE SESSION: Helen Gordon moved to enter into Executive Session at 10:18 a.m. Kip seconded. Motion carried unanimously. The regular meeting resumed at 10:32 a.m.

EXECUTIVE DIRECTOR’S REPORT: Helen Wilson presented the Executive Director’s Report, which included an update on lodging tax revenue. Kip requested lodging tax

collection information be included in the Executive Director reports that Helen Wilson sends the months between Board Meetings. Helen Wilson agreed to include it.

Also included was a staffing update (the WRVC has hired four new part-time employees); the WRVC's fiscal year 2023 to 2024 audit, which is near completion; and the WRVC's crisis communication plan, which is being updated.

Helen also provided an update on the Destination Development Program. The WRVC has received its 2024 funding. Current projects include the Dubois Downtown audio tour; wayfinding signage in Dubois, Lander and Riverton and an Art Banner expansion project in Hudson and Riverton. The Wind River Indian Reservation-specific kiosk project is now completed.

Helen also talked about "Chasing the Drum," a video being produced about powwows on the Wind River Indian Reservation—which should be released this fall—two new web pages promoting the WRVC's podcast and venues for meetings and events. She also discussed the need for a website rebuild in the near future, and upcoming trainings and conferences that she'll be attending.

STRATEGIC PLAN PLANNING SESSION (2025 TO 2030)—OCTOBER 11:

Development of the 2025 to 2030 WRVC Strategic Plan will take place on October 11 from 10 a.m. to 3:15 p.m. at Central Wyoming College in Riverton. Owen requested that all Board Members prioritize attending this session.

BOARD LEADERSHIP SYMPOSIUM: Helen Wilson has secured registration and accommodations for three people, the Executive Director, the current Chair and one other Board Member. It will be determined during the November Board Meeting which Board Member will attend. The event takes place from January 29 to 31, 2025.

TAD PROGRAM UPDATE: Owen Sweeney and Helen Wilson provided a recap on a meeting that took place on August 22 between Dave Furman, Mayor Neveaux, Owen Sweeney, Frank Welty, Helen Wilson and Councilmember Amanda Ysen. There was concern about the check to Amanda Ysen for the 2023 Dubois Area Rummage Sale for \$935. TAD funds cannot pay for this expense because the rummage sale is not operated by a non-profit, and therefore, it was agreed that the funds will be reimbursed into Dubois' TAD account.

In addition, the WRVC agreed to cover expenses related to the digital sign in this year's report (High Plains Power and Union Telephone Company), but these expenses should

be covered by the Town of the Dubois in the future, as that was what was agreed upon when the Town approved the installation of the sign.

Dubois' previously withheld TAD check was distributed.

The WRVC will continue to discuss the TAD program at future Board Meetings.

Hal left the meeting at 11:12 a.m.

PUBLIC COMMENTS: No comments were made.

ADJOURNMENT: There being no further business to come before the Board, Helen Gordon moved to adjourn the meeting. Krista seconded. Motion carried unanimously. The meeting adjourned at 11:14 p.m.

Respectfully submitted, Kelsey Ball