

**Wind River Visitors Council (WRVC) Meeting Minutes**  
**Thursday, November 21, 2024**  
**Shoshoni Senior Center, Shoshoni**

**PRESENT:** Helen Gordon – Hudson; Krista Lobera – Lander; Hal Herron – Riverton; Bryce House – Riverton; Joel Highsmith – Shoshoni (left at 10:46 a.m.); Erika Yarber – County (left at 11:20) ; Frank Welty – Dubois; Dave Furman – Dubois

**ABSENT:** Owen Sweeney – Lander

**WRVC STAFF:** Helen Wilson, Kelsey Ball

**GUESTS:** Cindy Olson Roden, Riverton Chamber of Commerce

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

**REVIEW AND APPROVE AGENDA:** Helen Gordon made a motion to approve the Agenda. Dave Furman seconded. The motion carried unanimously.

**SWEARING IN OF NEW BOARD MEMBER, DAVE FURMAN (DUBOIS):** Dave Furman took the Oath of Office and was welcomed as a Wind River Visitors Council Board Member.

**APPROVAL OF SEPTEMBER 26, 2024 MINUTES:** Hal Herron moved to approve the September 26, 2024 Minutes. Helen Gordon seconded. Frank Welty abstained from the vote because he was absent for the September meeting. Everyone else was in favor.

**TREASURER’S REPORT:** Hal Herron moved to approve the Financial Report. Krista Lobera seconded. Motion carried unanimously. The Board also discussed legal council, and Dave Furman and Helen Wilson reported that they are exploring options and will report back.

**EXECUTIVE DIRECTOR’S REPORT:** Helen Wilson presented the Executive Director’s Report, which included updates on Lodging Tax Collections, Destination Development Program projects (the Discover Dubois TravelStorys audio tour and wayfinding signage in Dubois, Lander and Riverton), *Celebration: Powwow on the Wind River Indian Reservation* (an informative and fun video that dives into the powwow circuit), the Wind River Visitors Council’s podcast and County 10’s #Snapped photo series (which the

Wind River Visitors Council sponsors). Hal Herron provided an update on the Art Banner Project expansion.

Helen spoke about the two Certified Destination Management Executive courses that she recently completed, *Destination Advocacy and Community Relations* and *Human Resources and Culture Transformation*. She also talked about Destination International's Advocacy Summit. Both the courses and the event had a heavy focus on resident sentiment surveys, and the Wind River Visitors Council will be completing one in 2025. Helen requested that a committee be formed to assist her with these efforts, and Hal Herron and Helen Gordon volunteered to serve on this committee.

Upcoming events that Helen will be attending this fiscal year are the Wyoming Governor's Hospitality & Tourism Convention and International Roundup.

Helen ended the Director's Report by sharing media that Wind River Country has recently been featured in.

**STRATEGIC PLAN (2025 TO 2029)** The Wind River Visitors Council held a strategic plan planning session on October 11. After discussion, Helen Gordon moved to adopt the strategic plan for 2025 to 2029 as presented. Bryce House seconded. Dave Furman, Krista Lobera, Hal Herron, Bryce House, Helen Gordon and Erika Yarber voted in favor. Frank Welty was opposed. The motion passed.

**GOVERNOR'S HOSPITALITY & TOURISM CONVENTION - JANUARY 26 TO 28, 2025:** The Board discussed sending new Board Members to the Governor's Hospitality & Tourism Convention. Bryce House is unable to attend this year, and Dave Furman will attend if his schedule allows. The County is currently accepting applications for a County position to replace Kip Post, as he recently resigned. The new County representative will be eligible to attend the event, if their schedule permits.

**BOARD LEADERSHIP SYMPOSIUM - JANUARY 29 to 31, 2025:** Helen Wilson has secured registration and accommodations for three people to attend the Board Leadership Symposium. It is suggested by the event that the Executive Director, current President and incoming President attend. It was decided that Krista Lobera attend as the potential incoming President. Hal Herron made a motion for Krista, Helen Wilson and Owen to attend the Board Leadership Symposium. Dave Furman seconded. The motion carried unanimously.

**TAD PROGRAM - COMMITTEE FORMATION:** Helen Wilson requested that a committee be formed to review the Tourism Asset Development (TAD) program,

including the language in the program's documents and administrative procedures. Dave Furman, Helen Gordon, Frank Welty and Helen Wilson agreed to serve on this committee.

**PUBLIC COMMENTS:** Cindy Olson Roden, guest and newly hired Executive Director of the Riverton Chamber of Commerce expressed concerns over the lodging tax not passing in Campbell County this year. Helen Wilson explained that the lodging tax was on the ballot in eight counties. The tax passed in the other seven counties. The Board discussed efforts to educate the community on how lodging tax collections are currently being spent. Current efforts include an industry newsletter, a general newsletter, regular posts on County 10 and strong social media efforts.

**ADJOURNMENT:** There being no further business to come before the Board, Hal Herron moved to adjourn the meeting. Helen Gordon seconded. Motion carried unanimously. The meeting adjourned at 11:38 a.m.

Respectfully submitted, Kelsey Ball