

**Wind River Visitors Council (WRVC) Meeting Minutes**  
**Thursday, May 22, 2025**  
**Central Wyoming College, Riverton**  
**DRAFT**

**PRESENT:** Krista Lobera – Lander; Owen Sweeney – Lander; Hal Herron – Riverton (left 11:44 a.m.); Bryce House – Riverton; Maralyne Middour – County (via Zoom, left 11:46 a.m.); Dave Furman – Dubois; Helen Gordon – Hudson; Frank Welty – Dubois (via Zoom); Erika Yarber – County (via Zoom)

**ABSENT:** Joel Highsmith – Shoshoni

**WRVC STAFF:** Helen Wilson, Alex Watts

**GUESTS:** Cindy Olson Roden – Riverton Chamber and Visitors Center, Anne Even – City of Lander

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

**REVIEW AND APPROVE AGENDA:** Hal Herron moved to approve the Agenda. Helen Gordon seconded. The motion carried unanimously.

**PUBLIC HEARING ON FISCAL YEAR 2025/2026 BUDGET:** Owen Sweeney opened the public hearing on the Wind River Visitors Council's fiscal year 2025 to 2026 budget. There were no comments from the public. Owen Sweeney closed the public hearing.

**APPROVAL OF MARCH 27, 2025 MINUTES:** Hal Herron moved to approve the March 27, 2025 Minutes. Krista Lobera seconded. The motion carried unanimously.

**TREASURER'S REPORT:** Helen Gordon presented the Treasurer's Report. Hal Herron and Owen Sweeney had questions about the Statement of Activities in the Financial Report. Helen Gordon and Helen Wilson answered.

Hal Herron moved to approve the Financial Report. Helen Gordon seconded. The motion carried unanimously.

**EXECUTIVE TEAM RECOMMENDATIONS:** The current Executive Team, consisting of Owen Sweeney, Frank Welty, Helen Gordon and Hal Herron made recommendations

for the Executive Team for fiscal year 2025 to 2026. The following recommendations were made:

Krista Lobera—President

Hal Herron—Vice President

Helen Gordon—Treasurer

Bryce House—Secretary

Krista Lobera moved to approve the Executive Team recommendations. Hal Herron seconded. The motion carried unanimously.

**RECOGNITION OF RETIRING BOARD MEMBERS:** Joel Highsmith, Owen Sweeney, and Frank Welty were thanked and recognized for their service on the Wind River Visitors Council Board of Directors.

**FISCAL YEAR 2025/2026 JOINT POWERS BUDGET APPROVAL UPDATE:** Helen Wilson provided an update on the Joint Powers Budget approval process. As of the Wind River Visitors Council Board Meeting, Dubois, Hudson, Lander, Riverton and Shoshoni had approved the budget. The County budget hearing took place on Tuesday, May 20. The Wind River Visitors Council is waiting on their letter of approval.

**CRISIS COMMUNICATIONS PLAN:** Helen Wilson presented a new Crisis Communications Plan to the Board of Directors. The plan includes policies and procedures that the Wind River Visitors Council will follow in an emergency.

**EXECUTIVE SESSION (LEGAL MATTERS):** Helen Gordon moved to enter into Executive Session to discuss legal matters at 10:28 a.m. Krista Lobera seconded. The motion carried unanimously.

Dave Furman moved to exit the Executive Session at 10:50 a.m. Helen Gordon seconded. The motion carried unanimously.

After a short break, at 10:55 a.m. the regular session resumed.

**DESTINATION DEVELOPMENT PROGRAM UPDATE:** Helen Wilson provided an update on the Destination Development Program spending. In the current round of funding, \$280,000 was budgeted for wayfinding signage in Dubois, Lander and Riverton, and \$20,000 was budgeted to help support the Minimum Revenue Guarantee (MRV) with United Airlines at Central Wyoming Regional Airport. Helen stated that there would be a remaining balance of \$16,744.43 of unused wayfinding project funds and recommended that the Board add Hudson and Shoshoni to the project. The current

funding will support adding these two communities to the wayfinding strategic plan as well as starting the process of sign fabrication. The Hudson/Shoshoni portion of the project could be finished using the next round of funding.

Hal Herron moved to approve the addition of Hudson and Shoshoni to the wayfinding signage project. Helen Gordon seconded. The motion carried unanimously.

**MARKETING PLAN:** Helen Wilson presented the fiscal year 2025 to 2026 Wind River Visitors Council Marketing Plan.

**PUBLIC COMMENTS:** Cindy Olson Roden talked about the three-dimensional display boxes at the airport, and Helen Wilson said that she will look into securing a box for the Wind River Visitors Council.

**ADJOURNMENT:** There being no further business to come before the Board, Krista Lobera moved to adjourn the meeting. Helen Gordon seconded. The motion carried unanimously.

The meeting adjourned at 11:54 a.m.

Respectfully submitted, Alex Watts