

Wind River Visitors Council (WRVC) Meeting Minutes
Thursday, July 24, 2025
Shoshoni Senior Center, Shoshoni

PRESENT: Anne Even – Lander; Dave Furman – Dubois; Charene Herrera – County; Hal Herron – Riverton; Bryce House – Riverton; Krista Lobera – Lander; Suzanne Osegueda – Dubois; Erika Yarber – County

ABSENT: Helen Gordon – Hudson

WRVC STAFF: Helen Wilson, Alex Watts

GUESTS: Cindy Olson Roden - Riverton Chamber of Commerce; Owen Sweeney - Lander Chamber of Commerce

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

REVIEW AND APPROVE AGENDA: Hal Herron moved to approve the Agenda. Bryce House seconded. The motion carried unanimously.

SWEARING IN OF NEW BOARD MEMBERS: Anne Even, Charene Herrera and Suzanne Osegueda took the Oath of Office and were welcomed as Wind River Visitors Council Board Members.

APPROVAL OF MAY 22, 2025 MINUTES: Hal Herron moved to approve the May 22, 2025 Minutes. Bryce House seconded. The motion carried unanimously.

TREASURER'S REPORT: Helen Wilson presented the Treasurer's Report, noting that lodging tax revenue for the 2024 to 2025 fiscal year totaled \$1,061,267.78, the highest in the organization's history. The second highest year was 2021 to 2022, with revenue of \$1,016,610.77. During the report, Hal Herron inquired about the Statement of Activities in the Financial Report, and Helen provided clarification. Hal Herron moved to approve the Financial Report. Bryce House seconded. The motion carried unanimously.

APPOINT NEW SIGNER: Due to Owen Sweeney terming out as a Wind River Visitors Council Board Member, the organization is down a signer. Current signers are Helen Gordon, Bryce House and Krista Lobera. Dave Furman moved to add Anne Even as a signer. Erika Yarber seconded. The motion carried unanimously.

APPROVAL FOR PROPOSED BUDGET BY EACH JOINT POWERS MEMBER: Helen Wilson reported that approval for the proposed fiscal year 2025 to 2026 budget by each Joint Powers Member (Dubois, Hudson, Lander, Riverton, Shoshoni and the County) is complete.

TAD REPORTS (DUBOIS, HUDSON, LANDER): The Town of Dubois did not have a presenter for their TAD report. A concern was raised regarding the inclusion of maintenance costs for the electric sign in the report (Mega Sign electric cost – June 2024: \$72.95; July 2024: \$75.12; Mega Sign SIM card cost – June 2024: \$36.46). When the digital sign was purchased by the Wind River Visitors Council, it was agreed at a Town Council meeting that ongoing maintenance costs would be paid by the Town. These expenses were included in the 2024 report, after which the Town clarified they would no longer be included in future reports. The Board questioned why they appeared again in the 2025 report. In addition, Ring Lake Ranch was issued \$12,268 for “Advertising for Summer 2024 Program.” The Board expressed concern that this expenditure may fall outside the intended scope of TAD funding and requested further information. Helen Wilson was asked to contact the Town of Dubois to obtain clarification regarding both the continued inclusion of electric sign maintenance costs and the Ring Lake Ranch summer program advertising.

The Town of Hudson did not spend any TAD funds.

Owen Sweeney presented the Lander TAD report, noting that the Chamber conducted two funding rounds instead of the usual one. The Board had no questions or concerns regarding the report.

EXECUTIVE DIRECTOR’S REPORT: Helen Wilson reported that the 2024 Annual Report was distributed to the towns of Dubois, Hudson and Shoshoni; the cities of Lander and Riverton; and the County Commissioners. The Wind River Visitors Council’s podcast was selected for the 2025 Wyoming Roadtrip Playlist. She attended Destinations International’s Annual Convention (July 9 to 11) and completed the Certified Destination Management Executive (CDME) course, Destination Leadership. Upcoming events include the Educational Seminar for Tourism Organizations (ESTO), the Fall Hospitality & Tourism Summit in Riverton, the Board Leadership Symposium and the Wyoming Governor’s Hospitality and Tourism Convention.

Helen provided updates on the Wind River Visitors Council’s website rebuild, which will be done by Madden Media; a banner ad in Denver International Airport’s Concourse B (Nov. 10 to Jan. 4); and the possibility of bringing graphic designer Marcella Ogata-Day to Wind River Country for a familiarization tour. She also reported that the resident

sentiment survey is complete and final results are being compiled.

She described the Semiquincentennial Committee's 2026 project: an app-based historical scavenger hunt highlighting 15 historic sites across Wind River Country via the TravelStorysGPS app. Participants can check in, take photos, share on social media and redeem progress at Fremont County museums for commemorative prizes.

Helen also talked about Continental Divide Trail (CDT) Awareness Week events, including a podcast episode (Aug. 28), a community hike (Aug. 30) and a special discount for thru-hikers at South Pass City State Historic Site.

She concluded with an update on the Destination Development Program, which will install unified yet community-specific signage in Dubois, Hudson, Lander, Riverton and Shoshoni. The Dubois, Lander and Riverton signs will be completed in 2025, with Hudson and Shoshoni scheduled for 2026.

EXECUTIVE SESSION (LEGAL MATTERS, PERSONNEL): Dave Furman moved to enter into Executive Session to discuss legal matters and personnel at 11:12 a.m. Bryce House seconded. The motion carried unanimously.

At 11:58 a.m., the regular session resumed.

BOARD LEADERSHIP SYMPOSIUM/DESTINATIONS INTERNATIONAL – JANUARY AND JULY BOARD MEETINGS: Helen Wilson recommended rescheduling the January 22, 2026 Board Meeting to January 15, 2026, due to a conflict with the Board Leadership Symposium, which she, President Krista Lobera and an Executive Team member will be attending. She also recommended rescheduling the July 23, 2026 Board Meeting to July 16, 2026, due to a conflict with the Destinations International Annual Convention, which she will be attending.

Charene Herrera moved to approve the date changes as recommended. Suzanne Osegueda seconded. The motion carried unanimously.

WIND RIVER VISITORS COUNCIL STYLE GUIDE: Helen Wilson distributed the Wind River Visitors Council's new Style Guide to the Board of Directors.

PUBLIC COMMENTS: There were no comments from the public.

ADJOURNMENT: There being no further business to come before the Board, Erika Yarber moved to adjourn the meeting. Dave Furman seconded. The motion carried

unanimously.

The meeting adjourned at 12 p.m.

Respectfully submitted, Alex Watts