

**Wind River Visitors Council (WRVC) Meeting Minutes**  
**Thursday, January 15, 2026**  
**Central Wyoming College, Riverton**

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

**ABSENT:** Jay Merritt – Shoshoni

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

**GUESTS:** Kyle Butterfield – City of Riverton

**CALL TO ORDER:** Board President Krista Lobera called the meeting to order at 10:02 a.m. A quorum was present.

**REVIEW AND APPROVE AGENDA:** Helen Gordon moved to amend the agenda to postpone the Shoshoni TAD report until the March 26, 2026 Board Meeting, as the report had not been submitted and no representative from Shoshoni was present to provide the report. Hal Herron seconded the motion. The motion carried unanimously.

Helen Gordon then moved to approve the amended agenda. Dave Furman seconded the motion. The motion carried unanimously.

**APPROVAL OF NOVEMBER 20, 2025 MINUTES:** Anne Even moved to approve the November 20, 2025 minutes. Dave Furman seconded the motion. The motion carried unanimously.

**TREASURER’S REPORT:** Helen Gordon presented the Treasurer’s Report. During the report, Hal Herron inquired about the Statement of Activities in the Financial Report, and Helen Gordon and Helen Wilson provided clarification.

Hal Herron moved to approve the Financial Report. Bryce House seconded. The motion carried unanimously.

**AUDIT UPDATE:** Helen Wilson provided an audit update, noting that the audit has been completed with no findings, aside from the unavoidable segregation of duties, which is common for small organizations.

Helen Gordon moved to accept the audit as presented. Suzanne Osegueda seconded the motion. The motion carried unanimously.

**CEO'S REPORT:** Helen Wilson provided a series of program and marketing updates. She presented CoStar's Average Daily Rate (ADR) and occupancy data. She reported that *Wind River Country Heritage Quest: A Digital Discovery* launched January 1. It features fifteen interpretive locations with tiered visitor incentives. The Denver International Airport advertising campaign concluded January 5 and generated positive public feedback.

Helen also introduced the *Your Day, Your Adventure* pocket cards, designed to highlight one-hour, three-hour and full-day itineraries in Dubois, Lander and Riverton. The cards include a QR code linking to the events calendar and will be distributed at visitor centers. Additional updates included Dubois being selected as a finalist in *America's Favorite Small Town*, progress on the website rebuild and plans for a community cocktail/mocktail competition this spring, with tasting events scheduled during National Travel and Tourism Week in May and a winner announced during the Wyoming Outdoor Weekend & Expo.

Further updates included recent podcast performance metrics, submissions to the 2026 Wyoming Roadtrip playlist and upcoming attendance at the Board Leadership Symposium and the Wyoming Governor's Hospitality & Tourism Convention. Helen also talked about completing coursework for her CDME certification and recommended applying for the Destination Marketing Accreditation Program (DMAP). Dave Furman moved to approve use of board discretionary funds to apply for the DMAP certification; Suzanne Osegueda seconded the motion. The motion carried unanimously.

Helen reported that \$293,720.57 of Destination Development Program funds have been spent or committed. Remaining funds will be used to continue the wayfinding signage project in Hudson and Shoshoni or to help support the Minimum Revenue Guarantee with Central Wyoming Regional Airport.

**TAD REPORTS (RIVERTON):** Kyle Butterfield presented the Riverton TAD report. He reported that Riverton City Council reviewed 15 funding requests totaling \$140,000, approving 14 requests at amounts totaling \$79,000. Of those, 12 requests were reimbursed for a total of \$73,368.49, with \$7,000 reserved for a new opportunity fund. The current TAD fund balance, maintained separately from the general fund, is \$14,519.40. Funded requests supported a variety of community and sporting events, local air service, traditional events such as the Riverton Balloon Rally and the 1838

Mountain Man Rendezvous. The Riverton Museum also received funding. Kyle noted that Riverton City Council has opened the 2026 application period, with funding decisions scheduled for February 17. Central Wyoming Regional Airport recorded a record 25,775 passenger enplanements, compared to a historic average of approximately 16,000, which Kyle attributed in part to continued marketing efforts and Wind River Visitors Council support.

**LODGING TAX RENEWAL:** Helen Wilson informed the Board that the Lodging Tax renewal will appear on the ballot this year. The 2026 ballot language for renewal is as follows:

“Shall Fremont County be authorized to renew a lodging tax at a rate of two percent (2%) upon the sales price paid for sleeping accommodations for guests in hotels, motels, tourist courts, trailer parks, campgrounds, dude ranches, short-term condominiums and similar establishments, in accordance with Wyoming Statute 39-15-204(a)(ii)?”

**WAYFINDING SIGNAGE – MOU REQUEST:** Helen Wilson reported that the City of Lander has requested a memorandum of understanding (MOU) to assume responsibility for maintenance and repair of wayfinding signage within the city. She noted that the Wyoming Office of Tourism is supportive of the request, provided the MOU acknowledges the original purpose of the signage and the public investment through the Destination Development Program, including an expectation that the signage remain in place for its intended use or that the Wind River Visitors Council be notified and consulted if removal is considered.

Helen suggested that similar MOUs be explored with other communities in the future and recommended that the MOU development be referred to legal counsel to facilitate the process.

**WYOMING OFFICE OF TOURISM – BOARD OF DIRECTORS:** Helen Wilson informed the Board that she has submitted her application for the at-large seat on the Wyoming Office of Tourism Board of Directors. She reported that support has been submitted by the Wind River Visitors Council, the cities of Lander and Riverton, the Town of Hudson, Wind River Development Fund, Shoshone & Arapaho Fish & Game and State Senator Tim Salazar.

**JOINT POWERS AGREEMENT AMENDMENT:** There were no updates on the Joint Powers Agreement Amendment.

**PUBLIC COMMENTS:** There were no comments from the public.

**ADJOURNMENT:** There being no further business to come before the Board, Hal Herron moved to adjourn the meeting. Bryce House seconded. The motion carried unanimously.

The meeting adjourned at 11:55 am.