

Wind River Visitors Council (WRVC) Meeting Minutes
Thursday, March 26, 2026
Shoshoni Senior Center, Shoshoni

PRESENT: Anne Even – Lander; Dave Furman – Dubois (via Zoom); Helen Gordon – Hudson; Charene Herrera – County; Hal Herron – Riverton; Bryce House – Riverton; Krista Lobera – Lander (via Zoom); Erika Yarber – County; Jay Merritt – Shoshoni

ABSENT: Suzanne Osegueda – Dubois

WRVC STAFF: Helen Wilson, Rubie Ratliff

GUESTS: Cindy Olson-Roden – Riverton Chamber and Visitors Center, Linda Manz, Emily Norum, Mayor Joel Highsmith – Town of Shoshoni, Chris Konija – Town of Shoshoni, Amanda Ysen – Town of Dubois (via Zoom)

CALL TO ORDER: Board Vice President Hal Herron called the meeting to order at 9:55 a.m. A quorum was present.

REVIEW AND APPROVE AGENDA: Helen Gordon moved to amend the agenda by moving the CEO's Report from line 6 to after the Fiscal Year 2026-2027 Proposed Budget – Presentation and First Reading and making the Attorney Presentation: Uniform Municipal Fiscal Procedures Act (UMFPA) Requirements item an Executive Session. Erika Yarber seconded the motion. The motion carried unanimously.

APPROVAL OF JANUARY 15, 2026 MINUTES: Helen Gordon moved to approve the January 15, 2026 minutes. Anne Even seconded the motion. The motion carried unanimously.

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

Bryce House moved to approve the Financial Report. Erika Yarber seconded the motion. The motion carried unanimously.

TAD REPORTS (SHOSHONI): Helen Wilson noted that Chris Konija was expected to present the report but was not yet present.

Board members questioned discrepancies between requested and awarded amounts

(e.g., Crossroads of Wyoming requested \$500 and received \$1,250). Mayor Highsmith stated he was not on the review committee but noted that funding decisions considered eligibility for TAD versus economic development funds.

Helen Wilson explained the report was delayed from January and recommended follow-up via email rather than further postponement.

Upon arrival, Chris Konija clarified that additional funding was awarded based on alignment with eligible advertising expenses and that TAD and economic development funds were not combined.

Board discussion included clarification of total expenditures and funding sources.

Anne Even moved to accept the 2025 Shoshoni TAD Report. Helen Gordon seconded. The motion carried unanimously.

COMPENSATION PHILOSOPHY AND CEO SALARY FRAMEWORK: Erika Yarber presented the CEO salary rubric and compensation philosophy, noting its goal-based structure and clarity, and shared that the Wind River Development Fund uses a similar framework to establish measurable criteria for compensation and bonuses.

Hal Herron noted the absence of a compensation framework when the CEO position was established and emphasized the importance of transparency.

Anne Even recommended adding “such as” prior to the Destination Marketing Accreditation Program (DMAP) in the compensation philosophy language to allow flexibility as industry standards evolve.

Helen Wilson noted that a checkbox for “Full Board” was missing from Section 4 (Annual Performance Evaluation – Evaluation Conducted By) and stated that it would be added for clarity.

Helen Gordon moved to approve the Compensation Philosophy and CEO Salary Framework and CEO Salary Rubric. Anne Even seconded. Motion carried unanimously.

CEO’S REPORT: Fremont County Lodging Tax Collections: Collections total \$890,878.56, exceeding all prior years.

Denver International Airport: Due to internal changes at the airport, the WRVC banner ad remained in place through March, resulting in approximately two months of added

exposure (estimated value \$60,000).

Website Rebuild: Work with Madden Media and Mindtrip is progressing. The launch is now planned for National Travel and Tourism Week in May. The new site will provide user data to inform marketing efforts.

Community Cocktail/Mocktail Project: Taste-testing events are scheduled in each community. The winning cocktail/mocktail will be featured at Lander Brewfest at the Wyoming Whiskey booth.

Podcast: The February episode featured the Pedigree Stage Stop Dog Sled Race in Lander. The March 26 episode highlights one-hour itineraries from the “Your Day, Your Adventure” pocket guides in Riverton.

2026 Wyoming Road Trip Playlist: “Exploring the Continental Divide Trail at South Pass City” was selected for inclusion.

Board Leadership Symposium: Helen Gordon, Krista Lobera and Helen Wilson attended in January.

Wyoming Governor’s Hospitality & Tourism Convention: Jay Merritt and Helen Wilson attended in February.

International Roundup: Helen Wilson will attend.

Destination Marketing Accreditation Program (DMAP): Work is underway toward accreditation.

Destination Development Program: All allocated funds have been expended. The required final report has been submitted.

Helen Wilson presented 15- and 30-second commercials for Wind River Country to run during the new Alex Honnold series, with an estimated three million impressions. The \$10,000 cost will be covered by the Board Discretionary Fund.

EXECUTIVE SESSION (PERSONNEL): Helen Gordon moved to enter into Executive session at 10:45 a.m. Erika Yarber seconded the motion. The motion carried unanimously.

At 12:07 p.m., the regular session resumed.

Helen Gordon moved to adopt a 2026/27 CEO salary of \$105,000 for Helen Wilson and to award a \$15,000 bonus in the 2025/26 fiscal year for obtaining her CDME. The motion also included eligibility for a bonus in 2026/27. Bryce House seconded. Dave Furman abstained. The motion carried.

Hal Herron moved for the Wind River Visitors Council Board to adopt the Uniform Municipal Fiscal Procedures Act (W.S. §§16-4-101 through 16-4-125) as the governing standard for all WRVC budgetary processes, effective immediately and applicable in full to the Fiscal Year 2026–2027 budget cycle and all subsequent fiscal years. The WRVC’s budget officer will prepare a proposed budget for Fiscal Year 2026–2027 in conformance with W.S. §16-4-104(b). Prior to adoption of the Fiscal Year 2026–2027 budget, the WRVC shall publish a summary of the proposed budget in a newspaper of general circulation serving Fremont County at least one (1) week before a duly noticed public hearing, in compliance with W.S. §16-4-109. Within twenty-four (24) hours of closing the public hearing, the WRVC Board shall, by resolution, make all necessary appropriations and formally adopt the final budget as required by W.S. §16-4-111. All WRVC expenditures and encumbrances shall be made in strict conformity with the adopted budget and only upon authorization of a duly authorized officer of the WRVC, in compliance with W.S. §16-4-107 and W.S. §16-4-111. Bryce House seconded the motion. Anne Even abstained. The motion carried.

Hal Herron then moved for the Wind River Visitors Council to reform the Tourism Asset Development (TAD) distribution process requiring that before TAD funds are disbursed each municipality (a) submit an approved list of proposed expenditures; (b) obtain approval from its governing body; and (c) provide receipts or equivalent documentation to the WRVC verifying that funds were used for authorized purposes. Helen Gordon seconded the motion. Anne Even abstained. The motion carried.

Hal Herron motioned that General Counsel is authorized to prepare amendments to the Joint Powers Agreement replacing current budget procedure language with UMFPA-conforming provisions, and to submit such amendments to the members of the Joint Powers Agreement and then to the Wyoming Office of the Attorney General for approval as to form pursuant to W.S. §16-1-105(a)(ii). Helen Gordon seconded the motion. Anne Even abstained. The motion carried.

These three motions will be put into a Resolution for the May 28, 2026 meeting.

FISCAL YEAR 2026-2027 PROPOSED BUDGET: Helen Gordon moved to approve the 2026-27 budget as presented. Hal Herron seconded the motion. The motion carried unanimously.

DESTINATION DEVELOPMENT PROGRAM (JULY 2026 TO JUNE 2028): Helen Wilson asked board members to consider potential projects for their communities and to be prepared to discuss them at the May meeting.

BOARD TRAINING WITH BOB HARRIS: The Board training with Bob Harris is scheduled for Thursday, April 23, from 8:30 a.m. to 12 p.m. at the Lander Library.

PUBLIC COMMENTS: There were no comments from the public.

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

The meeting adjourned at 12:22 p.m.