

Wind River Visitors Council (WRVC) Meeting Minutes
Thursday, July 16, 2026
Headwaters Arts and Conference Center, 20 Stalnaker Street, Dubois

PRESENT: Anne Even – Lander; Dave Furman – Dubois; Charene Herrera-Gardner – County; Hal Herron – Riverton; Krista Lobera – Lander; Jay Merritt – Shoshoni; Suzanne Osegueda – Dubois; Erika Yarber – County; Cindy Olsen Roden – Riverton

ABSENT: None

WRVC STAFF: Helen Wilson, Rubie Ratliff, Alex Watts

GUESTS: Brian Fabel — Lander Chamber of Commerce, Mayor Neveaux — Town of Dubois, Jessica Unger — Town of Dubois

CALL TO ORDER: Board President Krista Lobera called the meeting to order at 10:03 a.m. A quorum was present.

REVIEW AND APPROVE AGENDA: Dave Furman moved to approve the agenda as presented. Hal Herron seconded the motion. The motion carried unanimously.

SWEARING IN OF NEW BOARD MEMBER: Cindy Olsen Roden took the Oath of Office and was welcomed as a Wind River Visitors Council Board Member.

APPROVAL OF MAY 28, 2026 MINUTES: Anne Even moved to approve the May 28, 2026 minutes. Hal Herron seconded the motion. The motion carried unanimously.

TREASURER'S REPORT: Hal Herron presented the Treasurer's Report. He discussed the possibility of investing Wind River Visitors Council funds, and Helen Wilson reported that she is researching the appropriate procedures. Board members asked questions regarding the Statement of Activities.

Helen Wilson provided information about a fraudulent check incident. She reported that fraudulent checks totaling \$12,461.61 had been identified, with \$7,771.61 recovered to date. She informed the Board that reports had been filed with the FBI and local law enforcement and reviewed the additional safeguards being implemented to help prevent future fraud. At the recommendation of the bank, she requested to be added to the bank account, allowing her to monitor account activity and communicate directly with the bank.

Hal Herron moved to add Helen Wilson to the bank account, giving her the ability to communicate directly with the bank and monitor the account but she will not sign checks, maintaining the Wind River Visitors Council's segregation of duties. Dave Furman seconded the motion. The motion carried unanimously.

Anne Even moved to approve the Treasurer's Report as presented. Charene Herrera-Gardner seconded the motion. The motion carried unanimously.

TAD REPORTS:

Dubois: Suzanne Osegueda presented the Town of Dubois Tourism Asset Development (TAD) Report.

Helen Wilson questioned the reported TAD account balance, noting that based on the previous year's ending balance, TAD funds received and reported disbursements, the reported account balance appeared to be \$20,000 lower than expected. She indicated that she would work with Jessica Unger from the Town of Dubois to reconcile the discrepancy and ensure the Wind River Visitors Council's records match the lodging tax disbursements.

Helen Wilson also discussed a TAD-funded purchase of an LED sign totaling \$1,970. The Board determined that the purchase does not qualify for TAD funding because it is considered infrastructure rather than an eligible tourism asset. Mayor Neveaux noted that the Town would reimburse the TAD account for the \$1,970. She also recommended clarifying the wording in the TAD application to help prevent similar misunderstandings in the future.

Hal Herron moved to approve the Town of Dubois Tourism Asset Development (TAD) Report with the understanding that the \$1,970 expended on the LED sign would be reimbursed to the TAD account and that Helen Wilson would work with Jessica Unger to reconcile the account balance discrepancy. Dave Furman seconded the motion. The motion carried unanimously.

Lander: Brian Fabel of the Lander Chamber of Commerce presented the City of Lander Tourism Asset Development (TAD) Report.

Helen Wilson noted that the previous TAD report listed an ending balance of \$25,666.65 instead of \$39,666.92. She further noted that the City of Lander received \$75,421.98 in TAD funding during the reporting period and that an additional \$12,570.33 was issued to the City when administration of the TAD funds changed hands. Those funds were

deposited on June 26, bringing the TAD account balance to \$88,391.53. The City of Lander confirmed the updated account balance.

Hal Herron moved to approve the City of Lander Tourism Asset Development (TAD) Report as presented. Dave Furman seconded the motion. The motion carried unanimously.

CEO'S REPORT: Helen Wilson presented the CEO's Report and provided updates on the following:

- Fremont County lodging tax collections reached \$1,131,311.07, exceeding all previous years.
- The 2025 Annual Report has been distributed and published on the Wind River Visitors Council website.
- Recent and upcoming travel trade activities, including International Roundup (IRU), TAP Dance, the Destinations International Annual Convention and the Educational Seminar for Tourism Organizations (ESTO).
- The successful selection of Wind River Country to host the 2028 Accent West Conference and an update on the pending 2028 Wyoming Association of Municipalities (WAM) conference proposal.
- A scheduling conflict between the 2027 Board Leadership Symposium and the Wyoming Governor's Hospitality & Tourism Convention.
- Marketing updates, including the performance of the "Get a Little Out There with Alex Honnold" campaign, the Community Cocktail/Mocktail Project and the related podcast.
- International Climbers' Festival visitor data.
- Progress on wayfinding signage for Hudson and Shoshoni.
- The commencement of the Fiscal Year 2025–2026 audit.
- Recent media coverage highlighting Wind River Country in USA Today, Food & Wine and Northwest Travel & Life.

DESTINATION DEVELOPMENT PROGRAM—PROJECT COMMITTEE

RECOMMENDATIONS: Helen Wilson reported that the Destination Development Program committee met to develop recommendations for the Wyoming Office of Tourism Destination Development Program grant. She explained that grant funds would be distributed over two years, with \$270,000 awarded during the first year and \$30,000 during the second year.

The committee recommended including the following projects in the application:

- Wayfinding signage in Hudson and Shoshoni—\$100,000
- Wind River Indian Reservation welcome signs and wayfinding signage to the powwow grounds—\$100,000
- Bike repair stations and continued expansion of the Art Banner Project in Riverton—\$33,333
- Information signs on the west side of Dubois and a kiosk at the little town park in Dubois—\$33,333
- Infrastructure for the community fishing pond in Lander—\$33,333

Hal Herron moved to approve the Destination Development Program committee's recommendations for inclusion in the Wyoming Office of Tourism Destination Development Program application. Cindy Olsen Roden seconded the motion. The motion carried unanimously.

JOINT POWERS AGREEMENT UPDATE: Helen Wilson reported that the attorneys representing all parties continue to work on revisions to the Joint Powers Agreement and expressed hope that a resolution will be reached soon.

LODGING TAX PAC: Helen Wilson explained that the lodging tax Political Action Committee (PAC) currently has no active members and asked the Board for recommendations. Board members suggested reaching out to Ryan Preston, the previous PAC chair, for recommendations and contacting Bryce House to determine whether he would be interested in serving on the committee.

PUBLIC COMMENTS: Mayor Neveaux thanked Dave Furman for his service on the Wind River Visitors Council Board. She also announced that KimChi Vu has been appointed and will assume the position effective August 1.

ADJOURNMENT: There being no further business to come before the Board, Jay Merritt moved to adjourn the meeting. Charene Herrera-Gardner seconded. The motion carried unanimously.

The meeting adjourned at 11:26 a.m.