Wind River Visitors Council (WRVC) Meeting Minutes
Thursday, September 24, 2026
Central Wyoming College, 2660 Peck Avenue, Room MH 200D, Riverton

PRESENT: Anne Even – Lander; Charene Herrera-Gardner – County; Hal Herron – Riverton; Krista Lobera – Lander; Jay Merritt – Shoshoni; Suzanne Osegueda – Dubois; Cindy Olsen-Roden – Riverton (10:10 a.m.); Jen Pryor – Hudson; KimChi Vu – Dubois

ABSENT: Erika Yarber – County

WRVC STAFF: Helen Wilson, Alex Watts

GUESTS: Darren Rudloff – Rudloff Solutions, Dave Furman – Dubois

CALL TO ORDER: Board President Krista Lobera called the meeting to order at 10:01 a.m. A quorum was present.

REVIEW AND APPROVE AGENDA: Hal Herron moved to amend the agenda to add the swearing in of KimChi Vu (Dubois) to item 3. Charene Herrera-Gardner seconded the motion. The motion carried unanimously.

Suzanne Osegueda moved to approve the amended agenda. Anne Even seconded the motion. The motion carried unanimously.

SWEARING IN OF NEW BOARD MEMBERS: Jen Pryor and KimChi Vu took the Oath of Office and were welcomed as Wind River Visitors Council Board Members.

APPROVAL OF JULY 16, 2026 MINUTES: Anne Even moved to approve the July 16, 2026 minutes. Charene Herrera-Gardner seconded the motion. The motion carried unanimously.

TREASURER'S REPORT: Hal Herron presented the Treasurer's Report. Board members asked questions regarding the Statement of Activities.

A concern was raised that the Wind River Visitors Council has not received its June, July or August revenue distributions from Fremont County. It is believed that the delay may be related to the Wyoming Department of Revenue withholding sales and lodging tax distributions to the County because the County has not yet submitted the finalized FY2025 audit report to the Wyoming Department of Audit.

A similar issue occurred earlier in the year. At that time, the WRVC received funds from the County's general fund to cover the March, April and May payments prior to the end of the fiscal year.

Helen will continue to follow up and work toward securing the outstanding funding for the WRVC.

Anne Even moved to approve the Treasurer's Report as presented. Suzanne Osegueda seconded the motion. The motion carried unanimously.

It was noted that former Wind River Visitors Council President Randy Lahr remained listed on the Wind River Visitors Council credit card account and needed to be removed.

Hal Herron moved to remove Randy Lahr from the Wind River Visitors Council credit card account. Charene Herrera-Gardner seconded the motion. The motion carried unanimously.

Hal Herron moved to add Krista Lobera to the Wind River Visitors Council credit card account. Charene Herrera-Gardner seconded the motion. The motion carried unanimously.

Guest presenter Darren Rudloff provided an overview of reserve funds and investment options. He discussed the importance of having a reserve policy, noting that the Wind River Visitors Council currently has one in place. He explained that reserve funds should be maintained in a separate account and reflected on the balance sheet under assets. Common options for reserve funds include U.S. Treasuries, certificates of deposit (CDs) and money market accounts.

Darren also discussed recent changes allowing local governments to invest in equities, noting that there are numerous guidelines and requirements associated with doing so. He recommended establishing a reserve account and observing how other local governments approach investment options before considering equities. He also cautioned the WRVC about the potential risk of financial loss associated with equity investments.

Anne Even requested that a representative from WyoSTAR provide a presentation and question-and-answer session at the November Board meeting.

Following the discussion, Hal Herron moved to authorize Helen Wilson to transfer $500,000 into a money market reserve account. Cindy Olsen-Roden seconded the

motion. The motion carried unanimously.

TAD REPORTS:
Hudson: Jen Pryor presented the Hudson TAD Report, which included the 6th Annual Hudson Haunted House held in 2025. The event attracted approximately 4,300 people.

Anne Even raised a concern regarding the nonprofit status of the applying organization and emphasized the importance of applying TAD funding requirements consistently and equitably across all communities. Hal Herron agreed that the concern was valid and asked how the WRVC should proceed.

Jen Pryor will verify the nonprofit status of the organization. Helen Wilson noted that if the recipient is not a nonprofit, the WRVC could consider sponsoring this year's event rather than reimbursing expenses associated with last year's event. Anne Even suggested that the Town of Hudson could potentially serve as the recipient of the funds.

Jen Pryor will investigate and report back to Helen Wilson.

CEO'S REPORT: Helen Wilson presented the CEO's Report and provided updates on Fremont County lodging tax collections and lodging tax renewal efforts. Upcoming community presentations regarding the lodging tax include the Riverton Rotary and Riverton Kiwanis Club. A future presentation to Leadership Fremont County will focus on hospitality and its importance to economic development.

Helen reported that the "Wyoming's Wind River Country: Yellowstone's Unique Neighbor" podcast received first place in the Compelling Storytelling category through Women Who Podcast. She also provided updates on recent and upcoming media visits and FAM tours, including visits involving the Wyoming Office of Tourism, National Geographic Traveller UK and other travel media, as well as plans for International Roundup 2027 and Accent West in 2028.

Additional updates included requests for proposals for the 2028 Wyoming Association of Municipalities Conference and International Roundup 2028, the Wrangler Roundup Program, the FY2026 audit and recent media coverage featuring Wind River Country.

DESTINATION DEVELOPMENT PROGRAM: The following projects submitted to the Wyoming Office of Tourism for funding through the Destination Development Program have been approved:

- Wayfinding signage in Hudson and Shoshoni

- Wind River Indian Reservation welcome signs and wayfinding signage to the powwow grounds
- Bike repair stations and continued expansion of the Art Banner Project in Riverton
- Information signs on the west side of Dubois and a kiosk at the little town park in Dubois
- A petroglyph exhibit and an outdoor geology exhibit at the Sinks Canyon State Park Visitor Center

JOINT POWERS AGREEMENT UPDATE: Helen Wilson reported that the attorney representing the City of Lander requested that further discussion regarding revisions to the Joint Powers Agreement be postponed until after the November elections. The Board agreed to postpone further discussion until that time.

LODGING TAX PAC: Helen Wilson reported that the lodging tax Political Action Committee (PAC) has been reassembled. Committee members include Helen Gordon, Regina Keele and Ryan Preston.

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. Jay Merritt seconded. The motion carried unanimously.

The meeting adjourned at 11:45 a.m.