

**TOWN OF HUDSON
REGUAR COUNCIL MEETING
333 SOUTH MAIN STREET
HUDSON, WY 82515
05/08/2018**

Governing Body Present: Mayor Mike Anderson, Councilmembers Brady Hamilton, Mary Fenton, Sherry Oler, Julie Thomas.

City Staff Present: Town Attorney Teresa McKee, Clerk/Treasurer Christy Kimber, Maintenance Director Harry Miller.

VISITORS: Megan Holford

CALL TO ORDER:

Mayor Anderson called the Regular meeting to order at 6:00 p.m. The Pledge of Allegiance was recited, and Roll Call was taken.

CONSENT AGENDA:

Minutes: Mayor Anderson asked for the correction or approval of the minutes of the Regular Council Meeting of April 10, 2018.

MOTION: Councilwoman Julie Thomas moved to approve, and Councilwoman Mary Fenton seconded. Motion passed unanimously.

FINANCIAL REPORT: Mayor Anderson asked for the correction or approval of the Financial Report for April 2018.

MOTION: Councilwoman Mary Fenton moved to approve, and Councilwoman Julie Thomas seconded. Motion passed unanimously.

PAYMENT OF BILLS: Mayor Anderson asked if there were questions regarding bills and claims. There were none.

MOTION: Councilwoman Julie Thomas moved to approve the payment of the bills and claims, and Councilman Brady Hamilton seconded. The motion passed unanimously.

MAINTENANCE REPORT:

1. April 2nd Clean in place performed on the iprms at the water plant and passed verification; First day back for Jim Nelson as half day help, seasonal.
2. April 3rd clean leaves and seed pods from library and parks, work order for south main pot holes. Blade off gator and install weed sprayer.
3. April 4th finish pot holes work orders; service road grader.
4. April 5th Mix permanganate, ortho test at town hall and removal test on water at plant. Empty out sander and blow side walks off on main. Locate for Christensen head stone.

5. April 9th Burn the brush pile with Hudson Fire Dept standing by. Address work orders.
6. April 10th work on repairing the air leak on LPM #2.
7. April 11th located water leak on hill in the man hole coming from air relief valve, was isolated and made functioning again.
8. April 12th Jim, Jamie and myself walked the hillside pipe line to try to determine if moisture in draw is a leak, spring, or percolate from the man hole on top of the hill. Excavate with backhoe to see water saturation daily and weekly.
9. April 14th met with Dustin from Octomega and he went thru water plant Scada and will determine an appropriate course of action for the repair.
10. April 16th thru the 20th I was in Casper for classes to maintain my water licensing.
11. April 22nd located and isolated leak at the town house basement.
12. April 23rd Meeting with Cal Twiford, Mayor Anderson, Jeff Kimber from Precision Dirt Works to determine if there is a leak or spring on the water tank hill.
13. April 24th fill cemetery water tank and flush and refill. Maintenance wtp and lagoon. Rick from wind river stone here and lifted out sander from dump truck.
14. April 25th Move concrete from rendezvous road to lower canal for the ditch company. Work order for dead horse at the brush pile, was found out that owner new about it and was in the process of removing.
15. April 26th investigate water leak in alley behind Lee Watts call in locates. Precision will be here the 1st to isolate and block off both side of leak.
16. April 30th Removed sweeper from 1445 and install mower deck and collection unit for summer.
17. The water plant produced approximately 2,486,933 gallons for the month of April. March was 2,427,565 gallons. April 2017 the plant produced 1,266,946 gallons.

CLERK-TREASURER REPORT:

- In addition to normal every day duties
- Elections (Mayor seat and 2 council seats)
 - o Dates for application May 17th through June 1st. \$25.00 fee
- Flood Appeal's submitted April 24th for three projects:
 - o Sand Bagging as flood control measure \$2,941.00
 - o Emergency Barriers and Job Corp Students \$26,432.10
 - o Flood Fighting \$4,379.16
- Animal Licensing Clinic
 - o 33 Pet Licenses have been issued this year, as a result of the clinic
- Started working on budget

MAYOR'S REPORT:

- State Loan and Investment Board (SLIB) will review grant recommendations from the Wyoming Business Council Board of Directors ...we are on the list, approximately two years for funding. Working with us to figure out steps to replace pipe. Work over the next 4-5 years. Craig Haslam meeting with Mayor Anderson to find a solution and dollars for water situation. It is very labor intensive to run Reversed Osmosis, especially with all the required testing the first year.

- Hudson Daze – Harry has been gathering multiple prizes for the car show, and has trophies coordinated. Sean is taking care of the motorcycle side. Still working on logistics. Jim Thomas with WY DOT will decrease traffic flow through use of cones for safety.
- FEMA- Silver Bullet funding being worked on. Corp of Engineers coming to look at the river and come up with a plan.
- Work with begin soon on the ditch. The Town has been approved to take silt out of drainage canal between the main street bridge and the highway.
- Met with Family at 200 South Main Street. Officer, Zerga is also assisting with agencies.
- Tyson Race will be cleaning headstones at the cemetery.

OLD BUSINESS:

1. Marcy Holford provided a follow-up report on the 5k Fundraise to promote Suicide Awareness. There were fifty-two (52) runners, along with lots of spectators and several vendors. \$565.00 was raised for the Suicide Prevention Task Force. Begin the opening year, there were a few logistics with parking and the Post Office, yet overall the event went without a hitch. The Leadership Group requests to come back again in April next year and make this an annual event.
2. FEMA dollars and appeals. The process is well underway, and the appeals are now in the hands of Homeland Security in Cheyenne.

NEW BUSINESS:

1. **Resolutions 2018-Multiple WAM Support initiatives:**
 - 2018/03 A Resolution supporting the WAM Legislative Agenda & efforts in seeking appropriation of State Funding for all 99 WY Cities and Towns during the 2019 Budget Session of the Wyoming legislature.
 - 2018/04 Resolution supporting WAM's efforts in seeking amendment to the Wyoming Constitution for the removal of the 4% indebtedness of the assessed value allowed for Sewage Disposal Systems
 - 2018/05 Resolution supporting a revision to the Wyoming State Statutes providing the option for Municipalities to participate in the State of Wyoming insurance programs.
 - 2018/07 Resolution to Create Utility and other Municipal services lien authority for Municipalities and Joint Powers Boards
 - 2018/08 Resolution allowing Municipalities the authority to implement Local Option Sales Taxes within defined local boundaries
 - 2018/09 Resolution supporting legislation to align Statutory City, Town, and County Budget timelines to the same adoption cycle
 - 2018/10 Resolution for WAM to support and advocate the State Legislature enact legislation to clarify the lien process for assessing municipal expenses for abating nuisances and dangerous buildings
 - 2018/11 Resolution supporting local air service as essential to Wyoming's prosperity

MOTION: Councilwoman Sherry Oler moved to approve the Multiple Resolutions of WAM support, without reading each of them, and Councilwoman Mary Fenton seconded. The motion was approved unanimously.

2. Resolution 2018-06 Support of Wind River Visitor's Council (WRVC)

MOTION: Councilwoman Julie Thomas moved to approve the proposed budget and operating plan for the Wind River Visitor's Council, per the Joint Powers Board, and Councilwoman Sherry Oler seconded. The motion was approved unanimously.

CONCERNS:

Maintenance Supervisor, Harry Miller spoke to Councilman Brady Hamilton, inquiring if an old Fire Department water truck was about to be pulled from duty by the Fire Department. He would like the Town to have one to enable him to clean sidewalks, burn ditches, and utilize for other safety and town related responsibilities. Councilman Hamilton will check and get back with Mr. Miller.

ADJOURNMENT:

There being no further business to come before the Mayor and Council, a motion to adjourn the meeting was made by Councilwoman Sherry Oler and seconded by Councilwoman Mary Fenton. The motion was approved unanimously. The meeting was adjourned at 7:15 p.m.

Attest:

Clerk/Treasurer, Christy Kimber

Mayor, Mike Anderson

Councilwoman, Sherry Oler

Councilwoman, Julie Thomas

Councilwoman, Mary Fenton

Councilman, Craig Waters

RESOLUTION NO. 2018/03

ENTITLED: "A RESOLUTION SUPPORTING THE WYOMING ASSOCIATION OF MUNICIPALITIES' LEGISLATIVE AGENDA AND THE ASSOCIATION'S EFFORTS IN SEEKING APPROPRIATION OF STATE FUNDING FOR ALL 99 WYOMING CITIES AND TOWNS DURING THE 2019 BUDGET SESSION OF THE WYOMING LEGISLATURE."

WHEREAS, the 2019 Budget Session of the Wyoming Legislature is scheduled to commence January 2019 and the Wyoming Association of Municipalities has developed a legislative agenda relating to municipal funding issues that will be considered by the Wyoming Legislature during the upcoming session; and

WHEREAS, all 99 Wyoming cities and towns, which comprise the membership of the Wyoming Association of Municipalities, rely on state sales and use tax revenues, ad valorem tax revenues and "over-the-cap" funding as the primary revenue support for funding local government operations and services of direct benefit to residents and businesses of their respective community; and

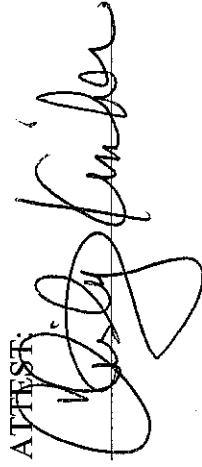
WHEREAS, the cap placed on the Severance and Mineral Royalty Taxes in 2000 has never been adjusted for inflation, and Cities, Towns and Counties have had to become heavily reliant upon the direct distribution provided by the Wyoming State Legislature to offset the cost of providing for the Citizens with in their respective boundaries; and,

WHEREAS, All other sources of legislatively provided funding streams rise and fall with inflation and the state for the Wyoming's economy, and we believe the cap on Federal Mineral Royalties and Wyoming State Severance Tax should also be adjusted to reflect the rising cost of inflation.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY/TOWN OF The Town of Hudson, WYOMING, THAT, the 2019 Wyoming Association of Municipalities' legislative agenda and the Association's efforts in seeking to raise the cap on mineral royalties and severance tax appropriation of state funding for all 99 Wyoming Cities and Towns during the 2019 Session of the Wyoming Legislature is hereby supported for the benefit of all Wyoming community residents and businesses.

PASSED, APPROVED and Adopted this 8th day of May, 2018.
(S E A L)

ATTEST:



Town Clerk/Treasurer

Town of Hudson
A Municipal Corporation



Mayor

RESOLUTION 2018-04

A RESOLUTION SUPPORTING THE WYOMING ASSOCIATION OF MUNICIPALITIES' LEGISLATIVE AGENDA AND THE ASSOCIATION'S EFFORTS IN SEEKING AMENDMENT OF THE WYOMING CONSTITUTION FOR THE REMOVAL OF THE 4% INDEBTEDNESS OF THE ASSESSED VALUE ALLOWED FOR SEWAGE DISPOSAL SYSTEMS

WHEREAS, The Town of Hudson has become aware of problems relating to the limitation on municipal debt per Article 16 Section 5 of the Wyoming Constitution in regard to sewage disposal systems; and,

WHEREAS, said Article 16 Section 5 states no city or town shall in any manner create any indebtedness exceeding four per cent (4%) of the assessed value of the taxable property therein, except that an additional indebtedness of four per cent (4%) of the assessed value of the taxable property therein may be created for sewage disposal systems; and,

WHEREAS, Municipalities' are required that their sewage disposal systems must be self-sustaining per Statute 15-7-407; and,

WHEREAS, the Town of Hudson remains' diligent in contracting for a water rate study and increasing our water/sewer rates and changing our methodology for enterprise billing in anticipation of future loan payments.

WHEREAS, Municipalities increasing rely on the State Grant and funding programs especially since County- Wide consensus funds have been eliminated and principal forgiveness has been reduced, this will make securing this type of funding very competitive in the future.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE TOWN OF HUDSON hereby supports a constitutional amendment stating that sewer debt is excepted from the limitations of Article 16, Section 5 of the Constitution.

PASSED, APPROVED AND ADOPTED the 8th day of May, 2018.

ATTEST:


Town Clerk/Treasurer, Christy Kimber

Town of Hudson-A Municipal Corporation

BY: 

Mayor, Mike Anderson

RESOLUTION 2018-05

A RESOLUTION PRESENTED TO THE WYOMING ASSOCIATION OF MUNICIPALITIES SUPPORTING A REVISION TO THE WYOMING STATE STATUTES PROVIDING THE OPTION FOR MUNICIPALITIES TO PARTICIPATE IN THE STATE OF WYOMING INSURANCE PROGRAMS.

WHEREAS, in order for municipal governments in the State of Wyoming to be competitive, municipal employers strive to offer their employees the best health insurance options; and

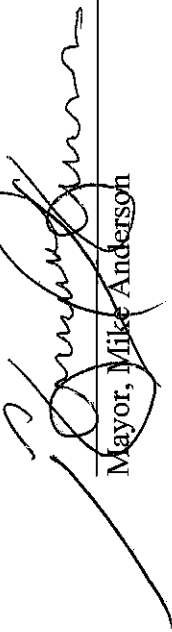
WHEREAS, cities and towns commonly pay a percentage of health insurance premiums as a benefit to the employee; and

WHEREAS, Wyoming State Statutes 9-3-201 through 9-3-218 currently allow employees of the State of Wyoming, its political subdivision, and school districts to obtain group health insurance; and

WHEREAS, the governing body of the Town of Hudson recognizes the potential value of the health insurance programs offered by the State of Wyoming as provided to other political subdivisions and school districts;

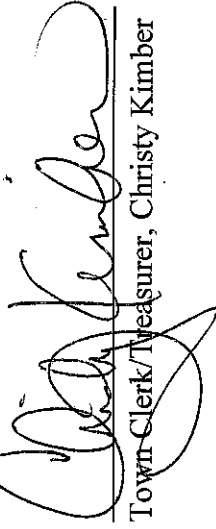
NOW, THEREFORE, BE IT RESOLVED THAT THE GOVERNING BODY OF THE TOWN OF HUDSON does hereby request the Wyoming Association of Municipalities support changes to Title 9, Article 2 of Wyoming State Statutes to include the option for municipalities to elect insurances as otherwise provided to other entities included in Article 2 of Title 9 for health, dental, vision, life, accident, and/or hospitalization through the State's health insurance program.

PASSED, APPROVED AND ADOPTED by the governing body of The Town of Hudson, this 8th day of May, 2018.



Mayor, Mike Anderson

ATTEST:



Town-Clerk/Treasurer, Christy Kimber

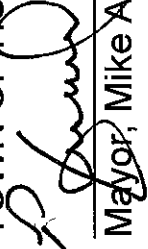
RESOLUTION 2018-06

**RESOLUTION TO SUPPORT
Wind River Visitor's Council (WRVC)**

WHEREAS, THE TOWN OF HUDSON, WYOMING Mayor and Council appreciate the efforts of the WRVC for sustaining the future growth of our tourism industry and promoting of the county; we approve the proposed budget and operating plan for the Wind River Visitor's Council, per the Joint Powers Agreement.

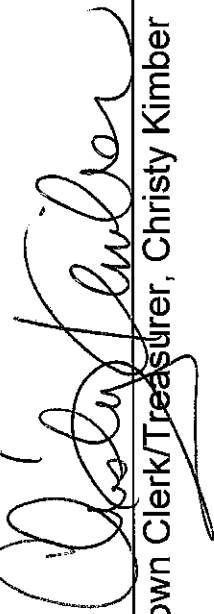
PASSED, APPROVED, AND ADOPTED on this 8th day of May, 2018, by the Town Council of the Town of Hudson, Wyoming.

TOWN OF HUDSON, WYOMING



Mayor, Mike Anderson

ATTEST:



Town Clerk/Treasurer, Christy Kimber



May 1, 2018

To all parties of the Joint Powers Agreement:

Enclosed is our proposed budget and operating plan effective July 1, 2018 through June 30, 2019 for your review and approval per the Joint Powers Agreement. Members of the Council would appreciate any opportunity to visit with each of you at your convenience to discuss our strategies for sustaining the future growth of our tourism industry. Please do not hesitate to contact any of your community or county representatives listed below with any questions. It is important that we receive your approval no later than June 30, 2018.

Thank you.

Ben Verheul
Town of Dubois Appointment

Mike Anderson
Town of Hudson Appointment

Brian Fabel
City of Lander Appointment

Steve Liebzeit
City of Lander Appointment

Lois Wingerson
Town of Dubois Appointment

Kathy Kenyon Blair
Town of Shoshoni Appointment

Cathy Cline
City of Riverton Appointment

Ryan Preston
City of Riverton Appointment

Shannon Batenhorst
County Commissioners Appointment

Cy Lee
County Commissioners Appointment

FY 2018-2019 Wind River Visitors Council Budget to Jt. Powers Members

A	Budget Category	C	D	E	F
		Code	Approved 2018-2019 Budget	Summary Total	% of Budget
1	Income				
2	Lodging Tax Revenue	4000	\$700,000		
3	Interest Income	4200	\$75		
4	Total Projected Revenue		\$ 700,075	\$ 700,075	100.00%
5	Expenses				
6	Accounting Services Contract				
7	Accounting Services	6000	\$5,000		
8	Annual Report/CPA Review	6019	\$4,500		
9	Total Accounting		\$9,500		
10	Board Expenses				
11	Board Expenses-Meetings, travel, training	6010	\$4,000		
12	Board Meeting Administration	6015	\$4,000		
13	Total Board Expenses		\$8,000		
14	Total Accounting & Board Expenses		\$ 17,500	\$ 17,500	2.50%
15	WRVC Office Services				
16	Office Services: internet, copies, phone, supplies, bookkeeping, admin., storage, etc.	new chart of acct #	\$18,000	\$18,000	2.57%
17	Wind River Country Tourism Asset Development (TAD)				
18	% Estimate-to be adjusted based on actual collections				
19	Dubois 28.6%	7000	\$47,476		
20	Lander 31%	7001	\$51,460		
21	Riverton 40.3%	7002	\$66,898		
22	Shoshoni-flat rate	7003	\$6,000		
23	Hudson-flat rate	7005	\$3,000		
24	Total Tourism Asset Development Program		\$ 175,000	\$ 175,000	25.00%
25	Marketing Director Contract				
26	Agency Fees	6086	\$75,000	\$ 75,000	10.71%
27	Total Agency Contract		\$ 75,000	\$ 75,000	
28	Marketing Program				
29	Newsletters (FC tourism industry)	6020	\$1,500		
30	Website Development, Content, Video	6025	\$28,000		
31	Direct Marketing & Leads Generation	6070	\$102,000		
32	Regional & State Partnerships	6071	\$12,000		
33	Community Planning and Training Support	6072	\$4,000		
34	Photo Library	6073	\$10,000		
35	Collateral/literature Reprints	6074	\$27,500		
36	New Collateral Development	6075	\$0		
37	Press Relations/Calendar of Events/Packages	6076	\$55,000		
38	FAM Tours for Tour Operators/Media Consumer Ad Placement	new chart of acct # 6077	\$8,500		
39	Literature Distribution	6079	\$17,000		
40	Highway Billboard/ Signage/Posters	6084	\$8,275		
41	Market Research & Analysis	6087	\$3,000		
42	Fulfillment Program (Postage, Packets)	6090	\$3,000		
43	New Opportunities (approved by board)	6093	\$28,000		
44	Ambassador Campaign & Lodging Tax Education	6100	\$16,000		
45	Niche Target Marketing (Outdoor Adventure, Motorcycle/RV, Native American/Cultural & Western Experiences)	6101	\$28,000		
46	Conference/Convention/Meeting Marketing	6102	\$4,000		
47	Group Tour Business	6103	\$4,000		
48	Support for Wind River Reservation Interpretive Plan Projects	6104	\$7,000		
49	International Marketing Programs	6105	\$10,800		
50	Subtotal Marketing Program		\$ 394,575	\$ 394,575	56.36%
51	Airservive Task Force Marketing-incoming leisure market	8100	\$20,000	\$20,000	2.86%
52	Total Budget		\$ 700,075	\$ 700,075	100.00%
53	Budget Reserves: To be determined per policy.				

**Wind River Visitors Council FY 2018-2019 Budget
Joint Powers Board Executive Summary**

FY 18/19 JOINT POWERS BUDGET

The Wind River Visitors Council (WRVC) is charged with the responsibility of investing lodging tax revenues to facilitate wider promotion and marketing of Fremont County (branded as Wind River Country) as a tourist and business traveler destination area.

Because the annual lodging tax collections exceed \$500,000, the WRVC is required by state statute to have a CPA Financial Review conducted annually, which is included under the Accounting Services line item. The Financial Review has been submitted to the Joint Powers Board members.

The WRVC Board has approved a policy establishing a Reserve Fund as a prudent measure to deal with possible future decreases in lodging tax. Over the next several years, the goal is to build a reserve with a target balance equaling 25% of the last 3 years' average gross revenue. The FY 18/19 budget has not allocated any dollar amount to the Reserve Fund at this time.

Fiscal Year 18/19 Budget

The attached WRVC Joint Powers Board budget was recently approved at the Wind River Visitors Council board meeting on March 22, 2018 by the council appointees for the fiscal year beginning July 1, 2018 and ending June 30, 2019.

Budgeted Income:

Anticipated funds available for the 2018/2019 fiscal year is \$700,075. To be conservative, this is the same budget as FY 17/18. We watch key indicators such as travel information request numbers, gas prices, web site activity, and state tourism projections from the industry, to help estimate future lodging tax collections.

Budgeted Expenses:

Expenses CATEGORIES	COST	% OF BUDGET
Accounting, CPA Review & Board Operation	\$17,500	2.5%
Tourism Asset Development Program – community funding for tourism services provided	\$175,000	25.00%
WRVC Office Services (subcontracted)	\$18,000	2.57%
International, National, Regional and State Marketing Program	\$394,575	56.36%
Marketing Agency Contract	\$75,000	10.71%
Air Service Marketing (FAST)	\$20,000	2.86%
TOTAL	\$700,075	100%

FY 17/18 Budget (ends June 30, 2018)

In FY 17/18, lodging tax collections are up 5.2% as of March 2018 and expenditures are inline with 75% of the fiscal year transpired.

The 2017 Great American Eclipse provided a financial “bump” in Fremont County’s Lodging Tax collections, which has helped offset the minerals industry downturn so far this year. Lodging Tax collections had been down for 9 months prior to the eclipse income. The 2017 total solar eclipse had a positive impact on Fremont County in the form of an impressive \$3.7 million in visitor expenditures and \$210,000 in tax collections in just five days. Sales tax collected in Fremont County jumped from \$1.4 million in September of 2016 to \$1.5 million in September of 2017. October, year over year, increased from \$1.2 million to \$1.5 million. Lodging tax collections were also up by \$67,758 following the eclipse.

Throughout FY 17/18, Riverton has seen decreased lodging tax collections (down about 3%), Lander has been about the same as the previous year (down about 1%), and Dubois has increased their lodging tax collections (up about 4%.) In FY 17/18, if the Visitors Council has any unspent funds, those funds may be applied to the WRVC Reserve Policy, which currently has a zero balance.

LODGING TAX SUMMARY

Lodging Tax Vote

The members of the Wind River Visitors Council believe that the National, Regional, and Statewide promotion investments made to promote visitation in Fremont County over the past decade have had significant impact in sustaining and increasing visitor spending in our county. The 4% lodging tax was renewed in November 2014 with overwhelming support, as indicated by an 80% vote in favor of renewing the sales and use tax. It will be up for renewal in November 2018.

Visitor Spending Economic Impact

(Source: 2017 Dean Runyan Assoc. Economic Impact Survey, Wy Office of Tourism)
2017 Fremont County Lodging Tax Receipts reflect a strong visitor industry, with 494,000 travelers spending the night in Wind River County. In 2017, travel-generated spending in our county was \$131.6 million, which is an increase of 5% over 2016 spending of \$125.3 million. That’s an average of \$360,548 per day! Visitor spending has increased by 71% since 2000, when visitors spent \$76.8 million. This economic impact filters down through every community

2017: Where Visitors to Fremont County Spent \$131.6 Million:

- \$27.3 million Restaurants
- \$20.6 million Lodging
- \$20.2 million Arts, Entertainment, Recreation, Museums
- \$16 million Shopping
- \$14.7 million Gas & Car Rental
- \$8.7 million Grocery & Food Stores
- \$1.2 million Air Travel
- \$22.9 million Other Travel

This means that for every \$1.00 that a visitor spent on overnight lodging in our communities, about \$6.40 was spent on other travel-related services such as gas, food, recreation and retail shopping. In 2017, Fremont County ranked 8th out of the 23 counties in the State in travel spending in our visitor industry.

Local and State Tax Receipts

- In 2017, Fremont County visitors generated a total of \$6.8 million in local (\$2.2 M) and state (\$4.6 M) tax receipts paid by travelers. That's local and state taxes Fremont County citizens didn't have to pay because of revenue generated from visitors.
- Each Fremont County household would pay \$431 more in taxes for existing government services without the tax revenue generated by the county's tourism industry.

Jobs and Wages

Tourism creates jobs and living wages for year-round residents. In 2017, Fremont County tourism directly supported 1,420 jobs and generated approximately \$42.9 million in wages. These salaries are in turn spent in secondary markets such as contractors, utilities, taxes, and general everyday local living.

Fremont County's Lodging Tax Revenue for FY 2016-2017 (ended June 30th, 2017) was \$692,369. This is within 1% of budget, compared to collections in FY 15/16 of \$700,617. With the minerals industry downturn that continued through early 2017, Fremont County's Lodging Tax collections were almost flat. However this is actually very strong compared to many other counties whose lodging industry has been impacted much more negatively by the minerals industry downturn.

Expanded Investments

The 71% growth in lodging tax revenues since 2000 has allowed the Wind River Visitors Council to expand investments in areas such as internet and digital marketing, website development, video production, search engine marketing, social media, content development, international travel marketing, and increased vacation packet fulfillment postage. We have also expanded our efforts to work with our communities to develop and promote our tourism assets within Fremont County, in an effort to encourage visitors to stay longer within our county.

Marketing Partnerships

Increased cooperative marketing efforts and communications with State and local agencies, as well as our many marketing partners, have made it possible to leverage our marketing budget by using cooperative program dollars, and accessing grant funds.

The Wind River Visitors Council will continue to aggressively represent the interests of our tourism industry to the Wyoming Office of Tourism, and participate in several of their marketing coops. We continue to work with the WY State Parks and Cultural Resources to promote the three state parks/historic sites in Fremont County. We will support projects that come from the Wind River Reservation Interpretive Plan that was coordinated by the Wind River Inter-tribal Transportation Department, SHPO and the US Forest Service.

The sustained growth of our visitor industry is important to Fremont County and demands an aggressive marketing program.

The Wind River Visitors Council is committed to sustaining growth in our important visitor industry because of that industry's importance to our county's overall economic well-being. To accomplish this goal, the Council continues to take the aggressive stance needed to provide adequate funding so that Fremont County can compete with surrounding states and counties for attracting visitors. Our lodging tax, which is paid by our visitors, was renewed and increased from 2% to 4% in November 2010. The 4% lodging tax collections, renewed in November 2014, gives Fremont County the ability to compete with others for the tourist dollar using increased lodging tax revenues. County residents have demonstrated their support for the business owners who provide goods and services for our visitors, create jobs for locals and sustain this very important part of our economy in Fremont County.

Wind River Visitors Council Goals, Objectives and Strategies:

The marketing plan has been developed to support the goals, objectives and strategies developed by the Council, with help from the Wyoming Office of Tourism Director and staff, and local stakeholders, at the November 14, 2017 strategic planning meeting.

Goal 1. Grow Fremont County's tourism economy through Wind River Visitors Council programs.

Objectives:

- A. MORE DAYS: Increase average length of stay in Wind River Country to increase economic impact of tourism in Fremont County.
- B. MORE DOLLARS SPENT: Increase expenditures within Fremont County by traveler per trip.
- C. MORE VISITORS: Increase visitor volume, particularly in off-season and shoulder seasons.

Goal 2. Champion the Wind River Country brand and destination

Objectives:

- A. Increase qualified inquiries about WRC vacations.
- B. Increase consumer conversion rates (those who receive our materials and actually visit WRC)
- C. Increase likelihood of repeat visitation.
- D. Increase trip satisfaction rate from visitors.

Goal 3. Maximize partnerships to leverage lodging tax funds and increase our advertising reach

Objectives:

A. Continue to build on international, national, regional, state and local partnership in the development of their tourism and visitor services industries.

Goal 4. Ensure Fremont County's Lodging Tax sustainability and WRVC operational excellence

Objectives:

- A. Continue to renew Lodging tax every 4 years with 70%+ support of voting public.
- B. Increase lodging tax collections by 3%-5% annually for next 3 years.
- C. Lead, not follow. Anticipate new opportunities and be proactive.

General Marketing Strategies

1. Invest in the Wind River Country Brand, unique image and name at every opportunity. Consistency and repetition are key to building awareness.
2. Focus on one-to one, targeted marketing strategies in an effort to increase the cost effectiveness of our program.
3. Maximize use of the Internet, digital technologies, mobile technology, video, social media and the on-line information request system to enhance productivity and reduce cost per lead.
4. Implement a year-round marketing program. Emphasize shoulder seasons (spring, fall, winter) when appropriate.
5. Continue to develop partnerships with other organizations and communities to increase our effectiveness (i.e. WY Office of Tourism, International tourism organizations, WY State Parks and Cultural Resources, US Forest Service, BLM, WY Game and Fish, WYDOT, Chambers of Commerce, Casinos, and the Wind River Indian Reservation.)
6. Aggressively use public relations, familiarization tours, social media and our photo library to increase free editorial coverage (earned media) of our attractions and events. When possible, support our advertising with editorial.
7. Measure traffic and responses to our marketing programs wherever possible to evaluate and improve campaigns.
8. Work closely with Wyoming Office of Tourism to make it easy for the state tourism office to promote Wind River Country through their programs.
9. Work with individual communities within Fremont County to help them identify and develop their Tourism Assets as a means to encourage visitors to stay longer and increase spending in their respective communities.
10. Grow Group Tour and Conference/Meeting Business for off-season traffic.

**WIND RIVER VISITORS COUNCIL
BOARD MEMBERS**

March 20, 2018

BRIAN FABEL-President
Lander Representative
160 N. St
Lander, WY 82520
TERM EXP: 07/2018
307-332-3892
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**WIND RIVER VISITORS COUNCIL
BOARD MEMBERS**

March 20, 2018

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Wind River Visitors Council Board Meeting Calendar

All meetings are held the 4th Thursday of the month at 10:00 a.m. except for July and November which is the 3rd Thursday.

2018

January 25	Lander, 2017 Marketing Analysis
March 22	Dubois, Create 2018/2019 Budget for Joint Powers Boards
May 24	Riverton, Marketing Plan and Public Budget Hearing
July 19	Shoshoni
September 27	Lander
November 15	Dubois

RESOLUTION 2018-07

A RESOLUTION TO CREATE UTILITY AND OTHER MUNICIPAL SERVICES LIEN AUTHORITY FOR MUNICIPALITIES AND JOINT POWERS BOARDS

WHEREAS, municipalities in Wyoming have become aware of problems relating to the ability of the municipalities and joint powers boards to collect past due utility and other municipal service bills; and

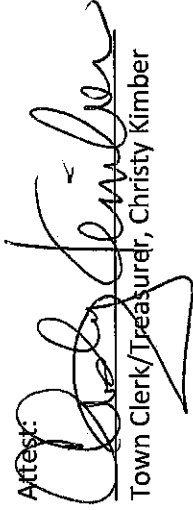
WHEREAS, the current law of the State of Wyoming allows irrigation districts, water and other improvement districts to create liens under the right circumstances or have statutorily been granted automatic and perpetual liens under certain circumstances; and

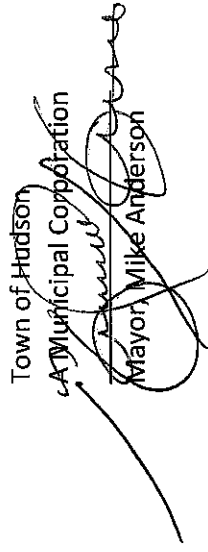
WHEREAS, there is nothing similar to the creation of a lien found in zoning regulations or any other powers granted to a municipality or joint powers board in current state laws of the State of Wyoming;

THEREFORE, BE IT RESOLVED that the Town of Hudson supports such legislation as may be necessary to provide authority to a municipality or joint powers board to create a lien arising from past due bills for public utilities and other municipal services necessary to correct hazardous conditions.

Approved on this 8th day of May, 2018

Attest:


Town Clerk/Treasurer, Christy Kimber

Town of Hudson
A Municipal Corporation

Mayor, Mike Anderson

RESOLUTION 2018-08

A RESOLUTION SUPPORTING LEGISLATION ALLOWING MUNICIPALITIES THE AUTHORITY TO IMPLEMENT LOCAL OPTION SALES TAXES WITHIN DEFINED LOCAL BOUNDARIES

WHEREAS, municipalities have little to no control over most revenue sources, including sales tax; and

WHEREAS, Wyoming cities and towns are the most reliant of any state in the nation upon the State government for revenue; and,

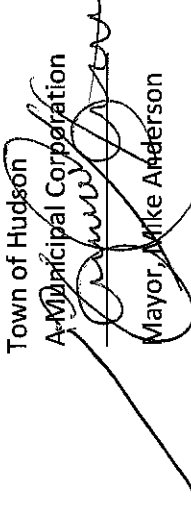
WHEREAS, independent revenue authority for cities and towns in Wyoming will help fund critical infrastructure projects, economic development initiatives, or supplement tourism projects without additional state aid and upon which the municipalities are currently dependent on the State; and,

WHEREAS, lodging tax dollars may not be spent on capitol projects according to Wyoming Statute; and,

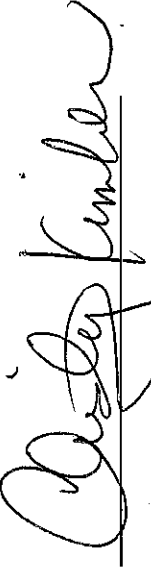
WHEREAS, the local option sales tax for economic development is poorly defined and underutilized in the state.

NOW, THEREFORE, BE IT RESOLVED, by the governing Body of the Town of Hudson Wyoming supports such legislation as may be necessary to provide local taxing authority, to expand alternatives for the local option economic development tax to include any combination of one quarter percent (0.25%) for transportation OR tourism impacts OR economic development OR municipal infrastructure projects up to one percent (1%) AND the ability for a local government agency or a consortium of agencies to impose this option without a county-wide vote.

PASSED, APPROVED, AND ADOPTED this 8th day of May, 2018.

Town of Hudson
Municipal Corporation

Mayor, Mike Anderson

Attest:



Town Clerk/Treasurer, Christy Kimber

RESOLUTION 2018-09

A RESOLUTION SUPPORTING LEGISLATION TO ALIGN STATUTORY CITY, TOWN, AND COUNTY BUDGET TIMELINES TO THE SAME ADOPTION CYCLE

WHEREAS, municipalities in Wyoming must present a proposed budget to the governing body by May 15th of each calendar year; and

WHEREAS, pursuant to W.S. 16-4-109, municipalities must hold a budget hearing for the coming year by the third Tuesday in June while counties are allowed to hold hearings until the third Monday in July; and,

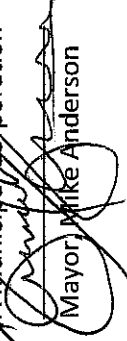
WHEREAS, school and community college districts are not required to have their budget hearings until the third Wednesday in July; and,

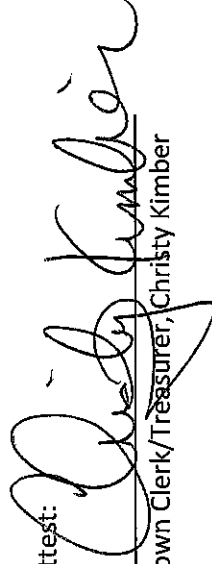
WHEREAS, when towns and counties jointly fund projects, programs, and/or personnel, a county may not approve funding or sufficient funding for said programs for which a municipality has previously allocated funding, leading to a detrimental reliance and financial hardship on the part of the municipality; and,

WHEREAS, if budget adoption cycles were aligned, local governments could ensure adequate and proper funding for jointly-funded projects;

NOW, THEREFORE, BE IT RESOLVED, by the governing Body of the Town of Hudson, Wyoming supports such legislation as may be necessary to align all local government budget cycles to the same adoption schedule or which provide adequate protections on jointly financed projects to prevent detrimental reliance on local government partners.

PASSED, APPROVED, AND ADOPTED this 8th day of May, 2018.

Town of Hudson
A Municipal Corporation

Mayor, Mike Anderson

Attest: 
Town Clerk/Treasurer, Christy Kimber

RESOLUTION 2018-10

WHEREAS, the Governing Board requests the Wyoming Association of Municipalities (WAM) to support and advocate that the State Legislature enact legislation to clarify the lien process for assessing municipal expenses for abating nuisances and dangerous buildings; and

WHEREAS, Wyoming State Statute §15-1-103 permits cities to abate dangerous buildings; and

WHEREAS, Wyoming Statute §15-1-119 permits Municipalities to adopt any national building code which includes but is not limited to the 1997 Uniform Code for Abatement of Dangerous Buildings; and

WHEREAS, the 1997 Uniform Code for the Abatement of Dangerous Buildings Section 905.1, provides authority for the legislative body of this jurisdiction to thereupon order that said [costs] shall be made a personal obligation of the property owner or assess said [costs] against the property involved;

WHEREAS, the 1997 Uniform Code for the Abatement of Dangerous Buildings Section 905.3, provides that the legislative body of this jurisdiction orders that [costs] shall be assessed against the property, it shall confirm the assessment roll, and thereafter said assessment shall constitute a special assessment against and a lien upon the property; and

WHEREAS, the Town of Hudson as well as many other municipalities across the state are facing another economic downturn and reduction in direct and indirect funding streams, the need to recoup these abatement costs is more vital than ever before; and

WHEREAS, the property is enriched by the removal and abatement of the dangerous conditions and/or dangerous buildings; and

WHEREAS, this abatement shouldn't be wholly funded by public funds without a clear process in place for municipalities to recoup these abatement costs; and

WHEREAS, municipalities are created statutorily, and all rights are enabled through legislation and Wyoming State Statutes are silent regarding this special lien assessment relief; and

WHEREAS, Wyoming Statutes do not succinctly provide either a lien procedure or an assessment process on the real property involved thus hindering Municipalities ability to recoup expenses incurred by Municipalities as a result of abating nuisances and dangerous buildings.

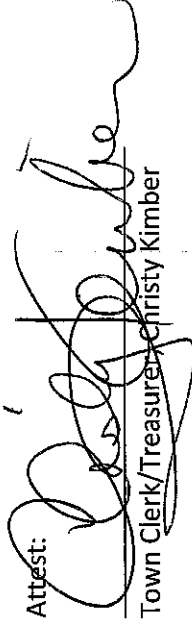
NOW, THEREFORE, BE IT RESOLVED, by the Town of Hudson, Wyoming we hereby request that the Wyoming Association of Municipalities support and advocate for Wyoming legislation to clarify the lien and assessment process by which municipal expenses for abating nuisances and dangerous buildings may be recovered.

PASSED, APPROVED, AND ADOPTED this 8th day of May, 2018.

Town of Hudson
A Municipal Corporation

Mayor, Mike Anderson

Attest:


Town Clerk/Treasurer Christy Kimber

RESOLUTION 2018-11

A RESOLUTION SUPPORTING LOCAL AIR SERVICE AS ESSENTIAL TO WYOMING'S PROSPERITY

WHEREAS, local air service that provides connections to major cities is a critical component of a thriving economy; and

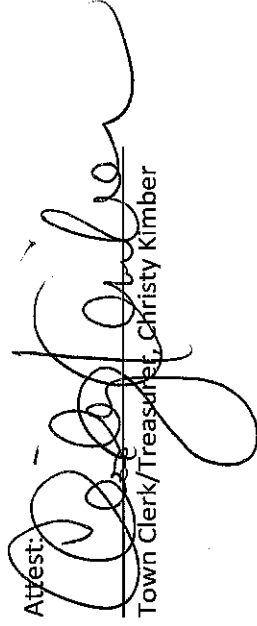
WHEREAS, Wyoming's rural nature makes traditional private air service very difficult to sustain; and,


WHEREAS, during the 2018 Legislative Session, a bill was passed which provides money to air airports across Wyoming in sustaining their air service, but essentially excludes Essential Air Service airports; and,

WHEREAS, the continued funding of air enhancement programs, including providing funding for EAS airports is critical to future of Wyoming cities and towns; and, **NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Laramie, Wyoming that WAM should work during the 2019 Legislative Session to continue funding for Wyoming airports and develop air enhancement opportunities for EAS eligible airports.

PASSED AND APPROVED this 8th day of May, 2018.

Attest:


Town Clerk/Treasurer, Christy Kimber

Town of Hudson
~~A~~Municipal Corporation

Mayor, Mike Anderson