



**Wyoming Tourism Board of Director's Meeting  
January 14, 2016  
9:00 a.m.**

**Tourism Board Members Present:** Sandy Newsome, Darren Rudloff, Mark Kupke, Liisa Anselmi Dalton, Renée Middleton, Mandy Moody Phillips, John Rutter and Jim Waldrop

**Tourism Board Members Absent:** Zannie Driskill

**Staff Members Present:** Diane Shober, Anita Benton, Angelina Cisneros, Michell Howard, Vicki Morris, Kristin Phipps, Cameron Ross and James Scoon

**Guests Present:** Barbara Stafford, Wyoming Lodging and Restaurant Association; Victoria Simmons and Brian Ganther, BVK

- I. Chairman, Sandy Newsome, called the meeting to order at 9:04 a.m.
- II. The meeting minutes from November 23, 2015 were presented for approval. Renée Middleton motioned to approve the minutes as presented, Mark Kupke seconded; motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the financials as of December 31, 2015. Liisa Anselmi Dalton motioned to approve the financials as presented, Jim Waldrop seconded; motion passed unanimously.
- IV. Contracts:
  - A. Information Only:
    - i. MELISSA ELKINS, AN INDIVIDUAL – this amendment will add \$14,750 to the existing contract so the Contractor can continue the efforts to build and strengthen the research foundation. The original contract allowed the Contractor to provide the necessary services to meet Tourism's needs for research vendor selection and research assessment, with regards to Tourism's Operational Plan and the search for a Research Manager, for a total contract amount of \$11,000. This contract, including this amendment, shall not exceed \$25,750 and is set to expire June 30, 2016.
    - ii. TEAM WYOMING COWBOYS - the purpose of the cowboy contracts is to set forth the terms and conditions by which Tourism shall endorse the Team Wyoming Cowboys

through the 2016 PRCA Patch Program to represent Wyoming while traveling to and participating in rodeos. The goal is to create awareness about Wyoming as a vacation destination. Tourism spends millions of dollars in traditional advertising venues (television, radio, magazine, online, etc.) promoting Wyoming, focusing a great deal of its efforts in building Wyoming's brand and brand awareness. The Team Wyoming members are all rodeo athletes and the associated visibility of the sport is an additional avenue to communicate the "Wyoming" message to thousands of people, thus helping to build and generate interest in Wyoming. Individual contract amounts will vary. The first four cowboys Seth Brockman, Seth Hardwick, Cassidy Kruse and Dusty Tuckness, each qualified for the 2015 WNFR and their contracts shall not exceed \$17,100 each. The next eight cowboys Kanin Asay, Seth Glause, Chet Johnson, Clayton Savage, Les Shepperson, JR Verzain, Bobby Welsh and Tyler Willis, each qualified for past WNFR rodeos and their contract will be \$14,600 each. In addition to monthly payments, each cowboy has opportunity to earn up to \$1,500 for media interviews; up to \$100 for one guest appearance; up to \$500 for maintaining a social media site; and up to \$7,500 for qualifying for the 2016 WNFR and meeting criteria during the event. Each contract is set to expire December 31, 2016.

- V. Advertising Creative Presentation – Victoria Simmons and Brian Ganther from BVK presented the new advertising creative. BVK and members of the Wyoming Office of Tourism (WOT) staff recently met with Miles Media to build on ideas of how to share the great content and advertising on the website. BVK was in Wyoming in August 2015 to film and capture footage for this creative and are building off of the successful past advertising; currently working on the "What" and the "How" to build from personal value, which is "Adventure." BVK upcoming schedule will include working to capture content stories and obtain winter imagery. This advertising creative will be unveiled at the 2016 Wyoming Governor's Conference on Hospitality and Tourism in February.
- VI. Executive Director's Report:
  - A. Budget – Diane Shober presented the FY16 end-of-year projections to the Board. The carryover amount from FY15 is \$843,626.18; FY16 expenses amount to \$214,368.88, leaving a projected year-end balance of \$629,257.30. Proposed projects include: BVK winter shoot; International and domestic IMAX film receptions for the National Park Adventure; Toronto Out-of-Home (OOH) or branded media buy; Brand Entertainment; translated guides of the *Official Travelers Journals*. Jim Waldrop believes the BVK winter shoot is necessary along with the translated guides; However, believes the number of guides could be reduced. John Rutter recommended that the brand entertainment drop to last on the priority list and the number of translated guides be reduced. Diane and the leadership team will take all recommendations and report back to the Board in the coming months.
  - B. February Board Meeting and 2016 Governor's Conference on Hospitality and Tourism – Vicki Morris has made room reservations for the Board. The Board meeting will be Sunday, February 21<sup>st</sup>, from 1:00 to 5:00 p.m. in the Teton Room at Little America Hotel and Resort, 2800 West Lincolnway in Cheyenne. All Board members were reminded to register for the conference.

- VII. 2016 Meeting Dates – the Board was presented with a list of meeting dates for the year. Dates are subject to change with notice.
- VIII. New Business – Renée Middleton will be term limited in February 2016 and ineligible for reappointment. In the past, the Tourism Board has offered recommendations of support to Governor Mead of potential candidates to review and consider for appointment. After reviewing a list of interested applicants, the Tourism Board will recommend three potential candidates to the Governor, acknowledging that the final decision will come from the Governor.
- IX. Old Business – there was no old business.
- X. Public Comments – there were no public comments.
- XI. Executive Session – there was no need for an Executive Session this meeting.
- XII. Adjourn –Darren Rudloff motioned and Jim Waldrop seconded to adjourn the Board meeting at 11:48 a.m.; the motion passed unanimously.