



**Board of Director's Meeting  
February 21, 2016  
Little America, Teton Room  
Cheyenne  
1:00 – 5:00 p.m.  
Agenda**

- |       |   |                |
|-------|---|----------------|
| I.    | Welcome – Board and Staff Roll Call/Board Updates   | Sandy Newsome  |
| II.   | Approval of Minutes from January 14, 2016   |                |
| III.  | New Staff Introductions   | Diane Shober   |
| IV.   | Financials  | Anita Benton   |
| V.    | Contracts:  |                |
|       | A. For Approval:  |                |
|       | i. BVK – Amendment One - \$400,000  | \$8,900,000.00 |
|       | ii. Dean Runyan – Economic Impact/Visitor Volume – 5 year                                 | \$363,000.00   |
|       | iii. SMARInsights – Ad Awareness Research/Domestic Overnight Visitation – 3 year          | \$195,500.00   |
|       | B. Information Only:  |                |
|       | i. Charles Craighead, Amendment One – Date Extension                                      | \$25,000.00    |
|       | ii. National Circuit Finals Steer Roping  | \$10,000.00    |
|       | iii. Park County Travel Council – Visitor Intercept Survey – Technical Assistance Program | \$5,000.00     |
|       | iv. Lander Chamber of Commerce – Wayfinding Signs – Technical Assistance Program          | \$5,000.00     |
|       | v. Park County Travel Council – Lodging Survey – Technical Assistance Program             | \$ 3,750.00    |
|       | vi. Pinedale Travel and Tourism – Summer Promotional Video – Technical Assistance Program | \$3,500.00     |
| VI.   | Director's Reports:   |                |
|       | A. Michell Howard, Sr. Director, Brand Strategy   |                |
|       | B. Kristin Phipps, Brand Integration Sr. Manager  |                |
| VII.  | Executive Director's Report   | Diane Shober   |
|       | A. Budget   |                |
|       | B. JAC and Legislative Update   |                |
|       | C. Balanced Score Card FY17-FY18  |                |
|       | D. March 2016 Tourism Board Meeting   |                |
| VIII. | New Business  |                |
| IX.   | Old Business  |                |

X. Public Comments

XI. Executive Session

Sandy Newsome

XII. Adjourn

Sandy Newsome