



**Wyoming Tourism Board of Director's Meeting  
February 21, 2016  
Little America Hotel and Resort  
Cheyenne  
1:00 p.m.**

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

**Staff Members Present:** Diane Shober, Jennifer Adu, Anita Benton, Brady Brinton, Britney Butler, LeeAnne Cash, Kelsey Caldwell, Angelina Cisneros, Michell Howard, Darin Lundberg, Mike McCrimmon, Chris Mickey, Vicki Morris, Kristin Phipps, Cameron Ross, Kathaleen Spencer, Colin Stricklin, Monica Taylor-Lee and Becky Ward.

**Guests Present:** Senator Gerald Geis, Wyoming State Senator; Jeff Polley, Madden Media; Jay Salyers, David Derr, Bobby Taylor, Jim Wilkinson and Hannah Kelbaugh, Miles Media; Leslie Holbrook and Janelle Huelsman, Fahlgren Mortine; Victoria Simmons, Bridget Wirth and Pete Weninger, BVK; John Farr, Carbon County Museum

- I. Chairman, Sandy Newsome, called the meeting to order at 1:03 p.m.
- II. The meeting minutes from January 14, 2016 were presented for approval. Renée Middleton motioned to approve the minutes as presented, Darren Rudloff seconded; motion passed unanimously.
- III. New Staff Introductions – Kacey Caldwell joins the WOT team as the Content Marketing Senior Coordinator and Monica Taylor-Lee has started her role as the Visitor Engagement Senior Manager. Currently, two positions remain vacant. Business Operations is reviewing applications for a Business Services Coordinator and Global Sales and Services is looking for an Americas Asia Manager. The Board will be kept apprised of the new hires.
- IV. Anita Benton, Director of Business Operations, reviewed the financials as of January 31, 2016. Liisa Anselmi Dalton motioned to approve the financials as presented, John Rutter seconded; motion passed unanimously.
- V. Contracts:
  - A. For Approval:
    - i. **BVK – AMENDMENT ONE** – this amendment shall add \$400,000 to the original contract so the Contractor can conduct a winter advertising shoot. The original

contract set the terms and conditions for the Contractor to provide marketing, advertising and promotion services for Tourism. If approved this contract, including this amendment, shall not exceed \$8,900,000.00 and is set to expire June 30, 2016. Renée Middleton motioned to approve this Amendment as presented, Darren Rudloff seconded; the motion passed unanimously.

- ii. **DEAN RUNYAN** – Contractor is the successful proposer for the Economic Impact component of the Research Request for Proposal, RFP 0146-A. This research will evaluate the most recent travel year, starting in 2016, with a minimum comparison of the previous two years. The methodology will be based on a Regional Travel Impact Model which is tied to data gathered at local and regional levels. Impact figures will be reported for the state of Wyoming and its 23 counties. In addition, Contractor has agreed to provide Total Gross State Product (GSP) research for years two and four only of the contract, Visitor Volume and Interactive Website Development Direct for all years of the contract. Direct and Total Gross State Product research will compare travel and tourism GSP in Wyoming with a selection of other major export-oriented industries in the state. The Visitor Volume research provides visitor volume and average daily expenditure estimates for overnight travel for the state and regions, which will be useful for a variety of local and regional DMOs and other entities. Volumes and expenditures will be broken out by type of travel accommodation. Interactive Website Development is web-based and will report travel impacts interactively, allowing users to specify the counties and/or regions for which they wish to see findings and receive tabular and graphic output in a web environment. The site will incorporate the most recent impact reports in pdf format. This contract will cover five years of research. The total amount of this contract shall not exceed \$363,000 and is set to expire May 31, 2021. Zannie Driskill motioned to accept this contract as presented, Jim Waldrop seconded; the motion passed unanimously.
- iii. **STRATEGIC MARKETING AND RESEARCH INSIGHTS (SMARINSIGHTS)** – Contractor is the successful proposer to the Advertising Awareness Research and Domestic Overnight Visitation components of the Research Request for Proposal, RFP 0146-A. The Advertising Awareness Research will provide an in-depth analysis of print, TV, digital, out-of-home, social media and other specialized/non-traditional advertising. This research will also measure advertising awareness and recall, determine the advertising effectiveness in communication and its intended message, determine an understanding of motivation and involvement, compare Wyoming’s communications with that of competitive destinations, determine how advertising impacted consumers at various commitment levels of interest in traveling to Wyoming, determine volume of incremental travelers’ trips and provide Wyoming Office of Tourism’s return-on-investment. The Domestic Overnight Visitation will be conducted in year one and year three of this contract and will provide visitation research to determine domestic overnight visitor volume to Wyoming and provide an in-depth profile of these visitors. Profile data will capture information related to planning, booking and trip characteristics such as party size, mode of travel, length of stay, participation in specific activities, trip expenditures and more. In addition, total U.S. visitation volume will be reported

along with Wyoming's market share. This contract will cover three years of research. The total amount of this contract shall not exceed \$195,500 and is set to expire February 28, 2019. John Rutter motioned to accept this contract as presented, Mark Kupke seconded; the motion passed unanimously.

John Rutter and Jim Waldrop agreed to serve on a committee to inventory individual county research needs and report them to the Board during the Board meeting in May. Details of the retreat will follow.

B. Information Only:

- i. **CHARLES CRAIGHEAD – AMENDMENT ONE** – this amendment shall extend the expiration date of the original contract from June 30, 2016 to June 30, 2017. The original contract is the result of the 2014 Wyoming Short Film Contest. The Contractor has requested additional time to finalize the short film. This contract shall not exceed \$25,000.00.
- ii. **NATIONAL CIRCUIT FINALS STEER ROPING** – this contract will provide financial assistance so the Contractor can host the National Circuit Finals Steer Roping event and keep it staged in Torrington in 2016. This contract shall not exceed \$10,000 and is set to expire December 31, 2016.
- iii. **PARK COUNTY TRAVEL COUNCIL – VISITOR INTERCEPT SURVEY** – this contract is the result of the Technical Assistance Program. Contractor plans to conduct a visitor intercept survey from June through September 2016. The goal of the study is to profile summer visitors in Park County to assist in determining marketing campaigns and strategies. Contractor will partner with Buffalo Bill Center of the West, Xanterra Parks and Resorts of Yellowstone and the National Park Service. This contract shall not exceed \$5,000 and is set to expire March 31, 2017.
- iv. **LANDER CHAMBER OF COMMERCE – WAYFINDING SIGNAGE** – this contract is the result of the Technical Assistance Program. Contractor will partner with the city of Lander to create tourist wayfinding signage to highlight local tourism assets to increase visitor friendliness and increase tourism spending. This contract shall not exceed \$5,000 and is set to expire March 31, 2017.
- v. **PARK COUNTY TRAVEL COUNCIL – LODGING SURVEY** – this contract is the result of the Technical Assistance Program. Contractor plans to conduct a detailed analysis of the Park County 2015 lodging market to determine overall visitor segmentation, revenue and demand trends. This contract shall not exceed \$3,750 and is set to expire March 31, 2017.
- vi. **PINEDALE TRAVEL AND TOURISM – SUMMER PROMOTIONAL VIDEO** – this contract is the result of the Technical Assistance Program. Contractor will produce a three minute video that will be used in all campaigns. This contract shall not exceed \$3,500 and is set to expire March 31, 2017.

John Rutter and Jim Waldrop agreed to serve on a committee to inventory individual county research needs and report them to the Board during the Board Retreat in May. Details of the retreat will follow.

VI. Director's Reports:

- A. Michell Howard, Sr. Director, Brand Strategy – seasonal hires for the state operated welcome centers are underway. Brady Brinton is working on this year's familiarization tour, which will focus on the southern portion of the state and is set from May 31<sup>st</sup> through June 3<sup>rd</sup>. WOT is working to integrate social media into the welcome centers. The Technical Assistant Program has helped 11 partners totaling \$45,000. Colin Stricklin is busy with this year's short film contest offering a new format to integrate the new 'That's WY' brand. Cameron Ross is working with Sinclair Oil Corporation to become a strategic partner and sponsor a paleo map and the backs of the National Parks Service (NPS) Centennial stickers. Chris Mickey will participate in media receptions in Toronto and New York in March. A satellite media tour will be conducted from Lake Hotel in Yellowstone National Park in May to kick off the NPS Centennial. WOT will sponsor a reception for the premiere of the National Parks Adventure IMAX film, at the Denver Museum of Nature and Science in July. The 2015 Year in Review was shared with members of the Board.
- B. Kristin Phipps, Brand Integration Sr. Manager – 'That's WY' will launch March 7<sup>th</sup>. The NPS Centennial campaign is currently on the landing page of the consumer website – [www.wyomingtourism.org](http://www.wyomingtourism.org). BVK is currently on winter shoot and will focus the summer shoot in the northeast portion of the state. Miles Media previewed a comp of the new website. The new URL will be to [www.travelwyoming.com](http://www.travelwyoming.com) and Miles will work to measure and prevent organic traffic from dropping with the switch to the new URL. WOT will have a unique opportunity to have a parallel launch with the new brand and website. All industry content will carry over to the new website and new opportunities for the industry will be available.

VII. Executive Director's Report:

- A. Budget – Diane Shober reviewed the Biennium 17/18 Summary Budget Evolution with the Board. This information is a result of Board direction from the May 2015 Budget Retreat and January 2016 Board meeting. The total exceptions request of \$8,480,000, which includes: \$5,400,000 for sustaining market and market share; \$2,980,000 for international expansion; and a one-time exception of \$100,000 for IPW 2018.
- B. JAC and Legislative Update – Diane and members of the WOT staff presented the standard and exception budget request to Governor Mead and his recommendation was to reduce the total exceptions request from \$8,480,000 to \$8,000,000. The total standard and exceptions amount presented to the Joint Appropriations Committee (JAC) in January was \$32,912,702. The JAC voted to move \$4,400,000 of the exceptions request for sustaining market and market share, from exceptions funds to WOT's standard budget. The total standard and exceptions budget approved by JAC is \$29,953,240. The Board will be kept apprised of legislative actions.
- C. Balanced Score Card FY17/18 – Diane shared the two-year score card with the Board. Included in the upcoming plan is to: increase economic impact direct spend by 10%, increase tourism-related tax return on investment (ROI) by 15% from the media buy; exceed 90% partner retention; increase inquiries by 15% over last year and increase consumer awareness by 8%; meet and exceed all measurable objectives defined on the Balanced Score Card and ensure a successful financial audit.
- D. March 2016 Tourism Board Meeting – due to Diane's travel schedule it was proposed to move the March meeting from the 21<sup>st</sup> to the 28<sup>th</sup>. Due to Spring Break schedules for many of the Board members, it was decided to look at other dates and propose them to the Board via email.

- VIII. New Business – Sandy Newsome acknowledged it is Renée Middleton’s last meeting as a Tourism Board member. Renée was thanked for her tireless commitment to the Board as well as the industry. Her efforts assisted in so many accomplishments over the past four years.
- 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 – Jim Waldrop motioned and John Rutter seconded to adjourn the Board meeting at 2:54 p.m.; the motion passed unanimously.