



**Wyoming Tourism Board of Director's Meeting
Buffalo Bill Center of the West – Cody, Wyoming
May 4, 2016
2:00 p.m.**

Tourism Board Members Present: Sandy Newsome, Darren Rudloff, Mark Kupke, Liisa Anselmi-Dalton, C.J. Box, Zannie Driskill, Mandy Moody-Phillips, John Rutter and Jim Waldrop

Staff Members Present: Diane Shober, Jenn Adu, Michell Howard, Mike McCrimmon, Jenny McCullough, Vicki Morris and Cameron Ross

Guests Present: Nick Siddle, Brad Estes, Zane Carstad, Kelly Pascal Gould, Sheridan Wyoming Rodeo; Kanin Asay, Team WYO

Chairman, Sandy Newsome, called the meeting to order at 2:00 p.m.

- I. The meeting minutes from April 11, 2016 were presented for approval. Liisa Anselmi-Dalton motioned to approve the minutes as presented, John Rutter seconded; motion passed unanimously.

Diane Shober introduced C.J. Box. C.J. is serving as an At-Large member of the Wyoming Tourism Board and fills the vacancy of Renée Middleton, who was term limited. Jenny McCullough joined the WOT in March 2016 as the Asia Marketing Development Manager.

- II. Contracts:

- A. For Approval:

- i. **BIRDSALL, VOSS AND ASSOCIATES, INC., D.B.A., BVK** – the purpose of this contract is for the Contractor to provide marketing, advertising, promotion and execution services, and provisions related to the use of Governor Matthew H. Mead's facsimile signature for the 2017 Governor's Conference on Hospitality and Tourism. This contract shall not exceed \$8,500,000, shall commence on July 1, 2016 and expire June 30, 2017. Jim Waldrop motioned to accept this contract as presented, Mark Kupke seconded; the motion passed unanimously.
 - ii. **ROCKY MOUNTAIN INTERNATIONAL** – the purpose of this contract is for the Contractor to assist Tourism with increasing State of Wyoming revenues through promotion and development of group travel, pre-package tours, convention and incentive tours, promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, Northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, the Scandinavian market, and the Australian market. This contract shall not exceed \$334,778, shall commence on July 1, 2016 and expire June 30, 2017. Darren Rudloff motioned to approve this contract as presented, Liisa Anselmi-Dalton seconded, with C.J. Box abstaining from the vote; the motion passed.

- iii. **FIELDSTAR INTERNATIONAL** – the purpose of this contract is for the Contractor to provide Japanese Tourism Development for Tourism. Payment metrics have been implemented for actual overnight booking number from the top Japanese tour operators for the duration of this two-year contract. The contract shall not exceed \$81,916 per each year, for a total contract amount of \$163,832. This contract is set to commence July 1, 2016 and expire June 30, 2018. Jim Waldrop motioned to approve this contract as presented, John Rutter seconded; the motion passed unanimously.
 - iv. **MILES MEDIA – 2017 OTJ** – the purpose of this contract is for the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2017 Wyoming Official Travelers Journal (OTJ). Contractor shall also provide advertising sales and research services associated with the OTJ. This contract shall not exceed \$118,000 and is set to expire January 31, 2018. Mark Kupke motioned to approve this contract as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.
 - v. **MILES MEDIA – FULFILLMENT** – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall assist Tourism with Fulfillment of the 2016/2017 Official Travelers Journal (OTJ). This contract shall not exceed \$99,000, shall commence on July 1, 2016 and expire June 30, 2017. John Rutter motioned to approve this contract as presented, Zannie Driskill seconded; the motion passed unanimously.
 - vi. **WYOMING BUSINESS COUNCIL** – the purpose of this Memorandum of Understanding (MOU) is to set forth the terms and conditions by which the Contractor shall provide fiscal and contract compliance, payroll, human resources, Salesforce and technology support to Tourism. This contract shall not exceed \$80,000. This contract shall commence July 1, 2016 and expire June 30, 2017. Darren Rudloff motioned to approve this contract as presented; Jim Waldrop seconded; motion passed unanimously.
- B. Information Only:
- i. **MELISSA ELKINS – AMENDMENT TWO** - the purpose of this Amendment Two is to add \$18,000 to the existing contract and extend the expiration date from June 30, 2016 to December 31, 2016. 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. Amendment One added \$14,750. The total contract, including both amendments, shall not exceed \$43,750.
 - ii. **PITCHENGINE** – the purpose of this contract is for the Contractor to promote and market the Cowboy Tough Adventure Series through social media channels. This contract shall not exceed \$10,000 and is set to expire September 30, 2016.
 - iii. **WYOMING PRESS ADVERTISING SERVICE** – the purpose of this contract is for the Contractor to run statewide newspaper advertising for Tourism’s *Another Wyoming Weekend* promotion. This contract shall commence on July 1, 2016 and expire June 30, 2017 and shall not exceed \$8,604.90.
 - iv. **COWBOY STATE NEWS NETWORK** – the purpose of this contract is for the Contractor to run statewide radio advertising for Tourism’s *Another Wyoming Weekend* promotion. This contract shall commence on July 1, 2016 and expire on June 30, 2017 and shall not exceed \$6,750.

III. Director's Report:

- A. Brand Studio – Michell Howard, Senior Director of Brand Strategy, updated the Board on the recent activities:
- Wyoming Tourism has partnered with Sinclair Oil and has printed 40,000 maps that highlight paleo sites in Wyoming. These maps will be featured statewide at the welcome centers, select paleo sites and one select Sinclair gas station in Greybull, Wyoming. This effort is in conjunction with the Walt Disney Pixar Pictures *The Good Dinosaur*. A bonus feature of the Thermopolis Dinosaur Center has been added to the end of the DVDs providing great exposure;
 - Two events are planned to highlight the National Park Centennial. The first event will be a satellite media tour May 12th in Yellowstone National Park. The second event is a reception on June 7th at the Denver Museum of Natural History featuring the IMAX feature of *National Parks Adventure 3D*;
 - Visitor Services are currently fully staffed and efforts to update the visitor center survey are underway;
 - Visual Assets Manager, Mike McCrimmon, is busy looping videos that will be featured in the welcome centers;
 - The Short Film Contest winning video was shot in Wyoming and featured hand crafted skis. More information will be provided at the June Board meeting;
 - Brand Integration Senior Manager, Kristin Phipps, and her staff are currently working to rezone the current regional map in the *Official Travelers Journal (OTJ)*, tying the regions to consumer interest and ease;
 - The new website has launched! www.travelwyoming.com. Brand Studio is working with Miles Media to optimize the transition. WOT staff members will travel the state the week of May 16th to educate the industry on the website;
 - Statewide welcome centers will again distribute stickers and the sticker maps.

IV. Executive Director's Report:

- A. Balanced Score Card – a copy of the 2016 Balanced Score Card was shared with the Board. During the February 2016 Board meeting Objective #2 was incomplete. Discussion among the Board in February was 'is 90% a fair number?' regarding this imperative. John Rutter, Jim Waldrop, Diane Shober, Cameron Ross and Michell Howard have since met and decided to omit the percentage and reword Imperative #2 to read 'Maximize the Impact of our Partnerships'. A series of performance metrics are behind every goal within the program.
- B. Budget Update FY17-18 – Diane Shober reported that all state agencies received direction from Governor Mead to prepare for an additional 8% cut to their Budget Fiscal Year (BFY) 2017 standard budget. WOT managers have worked diligently to provide all requested cuts. Diane reviewed what the budgets will look like with the additional 8% cuts. This cut required all Tourism Contractors being asked to provide a scenario of what their contracts will look like with the requested cut. The Board will be kept apprised.

V. New Business – there was no new business to report.

VI. Old Business – there was no old business to report.

VII. Public Comments:

- A. ERA/WYO Rodeo – Nick Siddle, President, presented an overview on the ERA/WYO Rodeo. The goal is to promote rodeo and the western lifestyle, as well as promote Sheridan,

Wyoming and the economic benefit the rodeo has on the community. The first rodeo will be held in Sheridan on September 3, 2016. It's a one-day rodeo with a \$200,000 purse. Diane Shober offered assistance on behalf of the Wyoming Office of Tourism through social media and website as we do with all Wyoming events.

- VIII. Executive Session – there was no need for an Executive Session this meeting.
- IX. Adjourn – Darren Rudloff motioned and Zannie Driskill seconded to adjourn the Board meeting at 5:11 p.m.; the motion passed unanimously.