



Tourism Board of Director's Conference Call
Monday, June 15, 2015
3:00 p.m.

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

Tourism Board Member Absent: Mark Kupke

Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Michell Howard and James Scoon

- I. Sandy Newsome called the meeting to order at 3:04 p.m.
- II. The meeting minutes from May 7, 2015 were presented for approval. Liisa Anselmi Dalton motioned to approve the minutes, Jim Waldrop seconded; motion passed unanimously.
- III. Financials:

Anita presented financial report. Darren Rudloff motioned to approve Financial Report, Zannie Driskill seconded; motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. BIRDSALL, VOSS AND ASSOCIATES, INC. d.b.a. BVK – This contract is the result of RFP 0256-Z, Advertising Request for Proposal. The Contractor shall provide marketing, advertising, promotion and execution services for Tourism. This contract shall not exceed \$8,500,000 and is set to expire June 30, 2016. Renee Middleton motioned to approve this contract as presented, Darren Rudloff seconded; the motion passed unanimously.
 - ii. BARNHART – This is the current advertising contract and is due to expire December 31, 2015. The Wyoming Office of Tourism is seeking approval in using the current amount in media accruals of \$84,500.00 for the agency fees through mid-August 2015. Jim Waldrop motioned to approve, Zannie Driskill seconded; the motion passed unanimously.
 - B. Information Only:
 - i. CITY OF RAWLINS – AMENDMENT ONE – This Amendment shall extend the expiration date from June 30, 2015 to June 30, 2016. The original contract provided financial support for Wayfinding Signage, not to exceed \$25,000.00. The sign has been fabricated and is ready to install; however, the required installation

contractors are unable to confirm they will have the sign installed by June 30, 2015, so a date extension is necessary.

V. Executive Director Report:

A. GOVERNOR'S BUDGET DIRECTION – Diane Shober reviewed the 2017/18 biennial budget instructions in relation to the decisions made at the Board Retreat last month. In the recent weeks she has visited with a few legislators to get their feedback on Tourism's plan to submit an exceptions request. After some discussion it was decided to have Diane Shober, Renee Middleton, Darren Rudloff, and Anita Benton meet with the Governor and get his recommendation on whether to submit a request for the entire amount or not.

VI. New Business - There was no new business to report.

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

VIII. Public Comments – there were no public comments.

IX. Executive Session – there was no need for an Executive Session this meeting.

X. Adjourn – John Rutter motioned and Zannie Driskill seconded that the Board meeting adjourn at 3:48 p.m.