



**Wyoming Tourism Board of Director's Meeting  
June 27, 2016  
3:00 p.m.**

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

**Tourism Board Member Absent:** Zannie Driskill

**Staff Members Present:** Diane Shober, Anita Benton, Jackie Cole, Michell Howard, Vicki Morris, Kristin Phipps, Amanda Roberts, Cameron Ross and James Scoon

Chairman, Sandy Newsome, called the meeting to order at 3:00 p.m.

- I. The meeting minutes from May 4, 2016 were presented for approval. Jim Waldrop requested the addition of metric language be added to the Fieldstar contract information and C.J. Box reminded that he abstained from the vote for Rocky Mountain International. John Rutter seconded to pass the motion, with the requested changes; motion passed unanimously.
- II. Financials – Anita Benton, Director of Business Operations, reviewed the financials as of May 31, 2016. The end of the biennium is approaching and Tourism staff members have done a great job to expend all funding. Members of the Business Operations team is working to tie up all loose ends with payments. John Rutter motioned to approve the financials are presented, Liisa Alseml-Dalton seconded; motion approved unanimously.
- III. Contracts:
  - A. APPROVAL:
    - i. **MILES MEDIA GROUP – AMENDMENT ONE** – this Amendment shall add \$315,000 to the original contract. The original contract allows the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2017 Wyoming *Official Travelers Journal* (OTJ), advertising sales associated with printing the 2017 OTJ and provisions related to the use of Governor Matthew H. Mead's facsimile signature. Amendment One will allow for the creation of Wyoming specific, in-language guides. The guides will be produced in printed and digital version, in seven languages (English, Spanish, Japanese, German, French, Italian, and Chinese). The OTJ will also be produced in a digital only format in three languages (Korean, Portuguese, and Hindi). The cost will include production of the publications, digital guide production, photography

rights and shipping costs to international warehouses. A total of 280,000 guides will be produced, 40,000 in each language. Advertising opportunities will be available to Wyoming stakeholders, which will provide revenue sharing that will be re-invested in the international program. Tourism is also working with Brand USA to match as many funds as possible to lower the overall cost. This project was approved by the Board at the January 14, 2016 Board meeting to be included in the Governor's Exceptions Budget. The Exceptions Request successfully passed through the Joint Appropriations Committee (JAC) and Legislature in February 2016. This contract, including this amendment, shall not exceed \$433,000 and is set to expire June 30, 2017. C.J. Box motioned to approve this amendment as presented, Jim Waldrop seconded; motion passed unanimously.

- ii. **TETON GRAVITY RESEARCH – 2016 SKI AND SNOWBOARD FILM** – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Teton Gravity Research and has recommended approval for a total reimbursement of up to \$61,071. The total estimated spending in Wyoming is \$950,000. Due to limited FIFI funds the total rebate has been adjusted from a percentage of total in-state spending, to a set dollar amount. This project includes a Wyoming storyline and will celebrate 21 years of producing award winning content and films. A list of award winning athletes will be highlighted. Featured locations are Jackson Hole, Teton Valley, and Grand Teton National Park, Wyoming; Alaska; British Columbia, Canada; Albania; and Japan. Distribution includes direct consumer DVD sales, iTunes download, TGR Film Tour – showings in over 107 venues throughout the U.S., Canada, Europe and Australia. Content featured on NBC World of Adventure Sports, Fuel TV, Showtime, RSN and other TV networks. This contract is set to expire June 30, 2018. Jim Waldrop motioned to approve this contract as presented, Liisa Anselmi-Dalton seconded; motion passed unanimously.
- iii. **BE DARLING, LLC – BRAND ENTERTAINMENT** – this contract opportunity will allow country music singers, Sarah Darling and Charlie Worsham, to shoot a music video in Wyoming to their recorded song “Where Cowboys Ride”. This song was inspired by Sarah’s recent trip to Wyoming and the music video will be designed as a love letter to Wyoming, including a series of Wyoming beauty shots. This video may impact over 120 country music outlets, including CMT, Heartland, and the Nashville Network. Internet outlets like ClearChannel, YouTube, iHeart Media and blogs like The Boot, Taste of Country and Inside Music Row. In addition to the music video, a ‘behind the scenes’ video with Tourism’s Videographer, Mike McCrimmon, will be added. This contract shall not exceed \$15,000 and is set to expire June 30, 2018. C.J. Box motioned to approve this contract as presented, Darren Rudloff seconded; motion passed unanimously.
- iv. **TETON GRAVITY RESEARCH – unReal TV Series** – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Teton Gravity Research and has recommended approval for a total reimbursement of up to \$11,200. The total estimated spending in Wyoming is \$320,000. Due to limited FIFI funds the total rebate has been adjusted from a percentage of total in-state spending, to a set dollar amount. This project will contain behind-the-scenes

footage in Wyoming and will consist of showcasing the filmmaker by taking the viewer inside the making of each film. Each episode will also feature short vignettes on the unique characters and locations that play a key role in completing each film. Distribution will consist of the Outside TV network (8 - 22 minute episodes) and Contractor is actively pursuing the opportunity to distribute and sell to international TV networks. This contract is set to expire June 30, 2018. John Rutter motioned to approve this contract as presented, Darren Rudloff seconded; motion passed unanimously.

B. INFORMATION ONLY:

- i. **WZRD, INC.** – this contract is the result of the 2016 Wyoming Short Film Contest. Qualifying short film entries are required to take place in Wyoming, feature Wyoming, or present Wyoming as a major character in the storyline. The contest awards the winning filmmaker \$25,000. The Contractor, as the winner of the contest, must use the prize money to film their next project in Wyoming. The contract shall not exceed \$25,000 and is set to expire June 30, 2018.

IV. Executive Director's Report:

- A. Budget Update FY17-18 – Diane Shober reported that Governor Mead has accepted the proposed 8% budget cut from the Office of Tourism. Diane reviewed that all state agencies received direction from Governor Mead to prepare for an additional 8% cut to their Budget Fiscal Year 2017 standard budget. Office of Tourism managers have worked diligently to address all requested cuts. This most recent cut required all Tourism contractors to provide a scenario of what their contracts will look like with the requested cut. Office of Tourism staff members are meeting with contractors in an effort to make the impact of the reductions as minimal as possible. Darren Rudloff and C.J. Box are planning to meet with Governor Mead to support the task at hand, while asking how to avoid future cuts. Tourism's Leadership team will review the Operation Plan and make recommendations on the best use of the two current vacant positions. John Rutter requested the Tourism Board send a note to Chris Brown, WLRA/WTIC, and thank them for his on-going and continued support of the tourism industry.

V. New Business:

- A. Diane reported that discussion of a new degree program offered through the University of Wyoming, College of Business is looming. Interactive industry discussion on Tourism and Hospitality related degree program development will be discussed in further detail during the September Hospitality and Tourism Fall Summit in Jackson.
- B. Jim Waldrop recently attended IPW in New Orleans, Louisiana. Jim reflected that he had time to interact with staff members from the Wyoming Office of Tourism and he is proud to be affiliated with the solid crew that represents Wyoming. In

addition, Jim spoke with directors from other state's tourism offices and it is perceived that the Wyoming Office of Tourism has a strong, dynamic team!

- VI. Old Business – there was no old business to report.
- VII. Public Comments - there were no public comments.
- VIII. Executive Session – there was no need for an Executive Session this meeting.
- IX. Adjourn – Darren Rudloff motioned and John Rutter seconded to adjourn at 4:03 p.m.; motion passed unanimously.