



**Wyoming Tourism Board of Director's Conference Call
Monday, September 21, 2015
3:00 p.m.**

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

Tourism Board Members Absent: Zannie Driskill and Mark Kupke

Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Michell Howard, Chris Mickey, Vicki Morris, Amanda Roberts and James Scoon

- I. Chairman, Renée Middleton called the meeting to order at 3:04 p.m.
- II. The meeting minutes from July 21, 2015 were presented for approval with one adjustment. Liisa Anselmi Dalton motioned to approve the minutes as adjusted, Sandy Newsome seconded; motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the financials as of August 31, 2015. Jim Waldrop motioned to approve the financials as presented, Liisa Anselmi Dalton seconded; motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. Real America Marketing Company, d.b.a., Rocky Mountain International Corporation – Amendment Two – this amendment will add up to \$50,000 for coordination and execution of all aspects of a media blitz in the U.K. in October 2015. This contract will not exceed \$374,778 and is set to expire June 30, 2016. Sandy Newsome motioned to approve, Jim Waldrop seconded; the motion passed unanimously.
 - ii. Fahlgren, Inc. – Contractor shall provide a media relations/public relations program for Tourism. This contract shall commence on November 1, 2015, for an amount not to exceed \$300,000 and is set to expire October 31, 2016. Darren Rudloff motioned to approve, Jim Waldrop seconded; the motion passed unanimously.
 - iii. Bryan Consulting, LLC – Amendment Two – this amendment will extend the expiration date from December 31, 2015 to December 31, 2017. The additional time will allow the Contractor to complete “The History of Wyoming Tourism Marketing” and continue to assist with Team Wyoming. This contract will not exceed \$220,000. Liisa Anselmi Dalton

motioned to approve, Mandy Moody Phillips seconded; the motion passed unanimously.

- iv. The Coraggio Group, Inc. – Amendment Four – this amendment shall add \$5,000 so the Contractor can facilitate a leadership succession plan for Tourism. The total contract will not exceed \$156,200 and is set to expire June 30, 2016. Sandy Newsome motioned to approve, Jim Waldrop seconded; motion passed unanimously.
 - v. Charles Coon – this amendment shall add \$3,500 to the existing contract for travel expenses for the remainder of the contract period. This contract will not exceed \$66,000 and is set to expire December 31, 2015. Jim Waldrop motioned to approve, Lliisa Anselmi Dalton seconded; motion passed unanimously.
- B. Information Only:
- i. Melissa Elkins - the Contractor shall assist Tourism with writing the Special Provisions for the upcoming Research Request for Proposal and Scope of Work for the Global Insights and Research Manager position. This contract shall not exceed \$11,000 and is set to expire June 30, 2016.
- V. Board Nominating Committee – in the absence of Immediate Past Chairman, Mark Kupke, Chairman, Renée Middleton, addressed the Board and asked for nominations, or if anyone is interested in applying for the positions of Tourism Board Chairman or Vice Chairman, to contact herself, Vice Chairman, Sandy Newsome or Mark Kupke. In the event no nominations are received, a slate of options will be presented to the Board for vote during the October 7th meeting in Riverton. Renée and Sandy have served in their current roles for the past two years and are not eligible for reappointment.
- VI. Executive Director’s Report:
- A. Budget – During the May 7th and July 21st Board meetings, the Board approved the exceptions request in the amount of \$8,480,000. This request was submitted to the Budget Office on August 1, 2015. The Wyoming Office of Tourism (WOT) received the Governor’s memo instructing agencies to follow “rare and critical” exceptions requests only. Diane Shober and Anita Benton met with the Budget Office on September 15th for direction. Upcoming events include: Agency meeting with Governor Mead on November 4th; Joint Appropriations Hearing in December 2015 or January 2016; Legislature convenes - Budget Session begins on February 9, 2016.
 - B. Film Industry Financial Incentive (FIFI) – the FIFI is currently scheduled for sunset on June 30, 2016. WOT is working to add state branded entertainment in addition to the existing reimbursement of qualified production expenditures and will propose extending the budget footnote for two years.
 - C. Government Shutdown – a potential Federal Government shutdown is slated for October 1, 2015. WOT has been in contact with GTNP and YNP concessionaires, emailed congressional delegation and spoken to Governor Mead to construct a consistent messaging between parks, WOT and Visitor Information Center (VIC) network.
 - D. AOR Transition – BVK is working to introduce a new brand and creative expression. Diane reviewed the Brand Strategy and Creative Expression/Strategy being used to implement the new Wyoming brand of “That’s WY”.

VII. Director's Report:

- A. James Scoon, Director of Global Sales & Service reported that Jennifer Adu has been hired as the Americas Market Development Manager. James is the "Owner" of two WOT Operational Plan Strategy Teams. Brand USA America Wild and Canadian Market Outreach are both partnered with Chris Mickey, AnnDrea Boe, Monica Taylor-Lee, Angelina Cisneros, BVK, Fahlgren Mortine and Miles Media. The team will meet to develop and implement action steps for developing each program.
- B. Michell Howard, Senior Director of Brand Strategy is the "Owner" of The Good Dinosaur and "Co-Owner" of National Parks Centennial and So Far Gone. Partners of the Good Dinosaur are Kristin Phipps, Chris Mickey, Britney Butler, AnnDrea Boe, Mike McCrimmon, Darin Lundberg, Vicki Morris, BVK, Fahlgren Mortine and Miles Media. Co-Owners for National Parks Centennial are AnnDrea Boe and Kristin Phipps, partnered with Chris Mickey, Britney Butler, Mike McCrimmon, Darin Lundberg, Jackie Cole, Monica Taylor-Lee James Scoon, BVK, Fahlgren Mortine and Miles Media. Co-Owner of So Far Gone is Colin Stricklin, partnered with Chris Mickey, Mike McCrimmon, AnnDrea Boe, Amanda Roberts, BVK, Fahlgren Mortine and Miles Media. Meetings are being set to develop and implement action steps for each team. Michell also announced the opening of three positions within Brand Strategy, which will be posted on September 22, 2015.

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

IX. Old Business – the October Board meeting will be held on October 7th at 9:00 a.m. at the Riverton Holiday Inn Convention Center.

X. Public Comments – there were no public comments.

XI. Executive Session – Darren Rudloff motioned and Sandy Newsome seconded to begin Executive Session at 4:28 p.m.

XII. Adjourn – Mandy Moody Phillips motioned and Jim Waldrop seconded to adjourn the Executive Session and that the Board meeting adjourned at 4:32 p.m.