



**Wyoming Tourism Board of Director's Meeting
Wednesday, October 7, 2015
9:00 a.m.**

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

Tourism Board Members Absent: Mark Kupke and Darren Rudloff

Staff Members Present: Diane Shober, Jennifer Adu, Anita Benton, AnnDrea Boe, Brady Brinton, Britney Butler, Michell Howard, Vicki Morris, Kristin Phipps and Becky Ward

Guests Present: Victoria Simmons and Bridget Wirth, BVK; Leslie Holbrook and Neil Mortine, Fahlgren Mortine; Chris Brown, WLRA/WTIC; Leslie Jefferson, Carbon County Visitors' Council; Maureen Rudnick, Town of Pinedale; Hannah Kelbaugh and Laura Libby, Miles Media Group

I. Chairman, Renée Middleton called the meeting to order at 9:00 a.m.

Renée welcomed Board, staff and guests. Diane Shober introduced Jennifer Adu, Americas Market Development Manager and Brady Brinton, SE Wyoming Welcome Center Supervisor as the newest Wyoming Office of Tourism staff members.

II. The meeting minutes from September 21, 2015 were presented for approval. Zannie Driskill motioned to approve the minutes as presented, Liisa Anselmi Dalton seconded; motion passed unanimously.

III. Anita Benton, Director of Business Operations, reviewed the financials as of September 30, 2015. Zannie Driskill motioned to approve the financials as presented, Liisa Anselmi Dalton seconded; motion passed unanimously.

IV. Contracts:

A. Approval:

- i. Miles Media Group LLLP – this contract is the result of RFP 003-A, Website Development. Miles Media Group is the Successful Proposer and will begin working with the Wyoming Office of Tourism (WOT) on the development of a new website. If approved this contract will not exceed \$535,000. Sandy Newsome motioned to approve, Jim Waldrop seconded; the motion passed unanimously.

- ii. Wyoming Travel Industry Coalition (WTIC) – the Contractor shall act as a communication link between the Wyoming tourism industry and the Wyoming Office of Tourism (WOT). Contractor shall communicate with the tourism industry via set websites (wyotravel.org and wyomingtourism.org) and act as a liaison with Lodging Tax Boards on behalf of WOT. During year two of the contract, the Contractor will conduct a Private Sector Survey. This is a three year contract at the base rate of \$45,000 per year. If approved, the total contract shall not exceed \$135,000 and is set to expire December 31, 2018. Zannie Driskill motioned to approve, Mandy Moody Phillips seconded; the motion passed unanimously.
 - iii. Charles Coon – this contract is to set forth the terms and conditions by which the Contractor shall coordinate with Tourism to provide marketing and support services for Team Wyoming and Wyoming’s College Rodeo Programs. If approved, this contract will not exceed \$62,500 and is set to expire December 31, 2016. Mandy Moody Phillips motioned to approve, Liisa Anselmi Dalton seconded; motion passed unanimously.
 - iv. Miles Media Group LLLP – the Contractor shall provide website hosting and maintenance services for WOT’s website. If approved this contract will not exceed \$53,000 and is set to expire February 28, 2017. Sandy Newsome motioned to approve, Mandy Moody Phillips seconded; motion passed unanimously.
 - v. Open Range Films – Ski Instruction Video Project – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Open Range Films and has recommended reimbursement approval of 15%. The total estimated spending in Wyoming is \$252,808 for a rebate of up to \$37,921.20. The Contractor is based out of Jackson, Wyoming. Bill Briggs is the first man to ski in Grand Teton and is regarded as the father of big mountain skiing in the United States. Bill is also the producer and star of “Ski Instruction Video Project.” This is a series of instructional ski videos shot almost entirely in Wyoming. The distribution plan focuses on DVD sales via Bill Briggs’ website. As the website and sales are developed, on-demand video streaming solutions will be considered. If approved, this contract shall expire June 30, 2017 pending Legislative approval of the extended sunset date. If the sunset date is not extended then the contract will expire June 30, 2016. Liisa Anselmi Dalton motioned to approved, Sandy Newsome seconded; motion passed unanimously.
- V. Board Nominating Committee – in the absence of Immediate Past Chairman, Mark Kupke, Chairman, Renée Middleton, addressed the Board and offered Sandy Newsome as the Chairman and Darren Rudloff as Vice Chairman for the upcoming year. Mark Kupke will remain Immediate Past Chairman due to Renée’s pending term expiration and limit. Mandy Moody Phillips motioned to approve the slate of new officers as presented, Zannie Driskill seconded; motion passed unanimously.
- VI. Director’s Report:
- A. Mitchell Howard, Senior Director of Brand Strategy – WOT is in contract negotiations with Disney Pixar regarding *The Good Dinosaur*. This film offers a unique opportunity to showcase some of the lesser known areas of the state. BVK and Fahlgren Mortine are working to incorporate these destinations and a strategy to offer these areas to the public. The premiere is scheduled for November 16th in Los Angeles, California. Currently, the three vacant positions within Brand Strategy are: Content Marketing Senior Coordinator; Strategic

Partnership Senior Manager and Brand Studio Senior Coordinator. The first round of applications has been received; however, all vacancies are at a halt with the recent directive from Governor Mead for a statewide hiring freeze. The Board will be kept apprised.

- B. Kristin Phipps, Visitor Engagement Senior Manager – Welcome Centers showed a strong start to the summer season. Visitation in the centers was up 18% in June and 6% in August. A new research analytics program, Qualtrex, was launched at the Southeast, Northeast, Sheridan and Summit Welcome Centers this summer. To date, 7,000 survey responses have been received. In addition, the Welcome Centers are incorporating Postano, to showcase social media content. This is a pilot program and WOT will look at ways to build exposure and opportunities for industry partners to buy into the program. The Fall FAM was held yesterday showcasing Sinks Canyon, Lander, Riverton and the Wind River Reservation. The Fam was well attended by members of the industry, WOT staff and BVK.
- C. AnnDrea Boe – Brand Integration Senior Manager – the summer campaign has shown great results, including Seattle. The winter website is live and will reuse the 2014/2015 winter campaign assets. WOT will deplete the inventory of the 2015 Official Travelers Journal (OTJ) for the first time in many years. A message will be added to the website allowing visitors to pre-order the 2016 OTJ. The 2016 OTJ will offer more editorial content and digital interactions through an app called Layer.

VII. Executive Director's Report:

- A. Budget – Diane Shober and Anita Benton are scheduled to meet with Governor Mead for an agency budget hearing on November 4th. WOT is scheduled to meet with Joint Appropriations on January 14, 2016 at 1:00 p.m. in Cheyenne and the Legislative session convenes February 8, 2016. Denver, Colorado will host IPW in 2018. Diane has presented to Travel Recreation Wildlife and Recreation Committee (TRW&CR) that Wyoming make a huge presence during this time and offer statewide FAMS.
- B. Legislative Update – the Film Industry Financial Incentive (FIFI) is currently scheduled to sunset on June 30, 2016. Michell Howard is working with the Legislative Services Office (LSO) to draft the footnote to extend two years and add statewide branded entertainment. Since there is still money in the account, WOT is only asking for a date extension and expanded language.
- C. 2015 WNFR – the Wyoming Breakfast will be held December 4th in Las Vegas, Nevada. Since Governor Mead is the Chairman of the Western Governors Association, an invitation to the western governors will be extended. The Board is welcome to attend and assistance working the Wyoming booth is requested. A follow up email will be sent to the Board to see who will attend.

- VIII. A. New Business – Chris Brown, Wyoming Lodging and Restaurant Association/Wyoming Travel Industry Coalition offered a legislative update. Governor Mead has directed each state agency to review and offer budget reductions within two weeks as a result of lower revenue. A position freeze has also been implemented within state agencies. While it's important to offer the requested cuts, it's also critical to stress that tourism in Wyoming is the number two industry and it is still growing. Hospitality and Tourism is also the number one employer in the state. Senator Burns will sponsor the FIFI sunset date extension and Representative Jim Allen will discuss air service within the state during the upcoming legislative session. Chris reminded everyone that it's important to support Game and Fish licensing fees since 76% of Game and Fish funding comes from these fees. The expansion of bicycle pathways across the state will be reintroduced this budget session. John Rutter is

serving as the Tourism Board liaison for WOT. Minimum wage and tipped minimum wage increases will be presented this session as well.

- B. The Governor's Conference on Hospitality and Tourism will be held at the Little America Hotel and Resort in Cheyenne February 21 – 23, 2016. The February Tourism Board meeting will be held on Sunday, February 21st from 1:00 to 5:00 p.m.
- 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 – Renée Middleton motioned and Liisa Anselmi Dalton seconded to adjourn, the Board meeting adjourned at 11:15 a.m.