



**Wyoming Tourism Board of Director's Meeting
November 23, 2015
3:00 p.m.**

Tourism Board Members Present: Sandy Newsome, Darren Rudloff, Mark Kupke, Liisa Anselmi Dalton, Zannie Driskill, Renée Middleton, Mandy Moody Phillips and Jim Waldrop

Tourism Board Members Absent: John Rutter

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

Guests Present: None

- I. Chairman, Sandy Newsome, called the meeting to order at 3:00 p.m.
- II. The meeting minutes from October 7, 2015 were presented for approval. Renée Middleton 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 October 31, 2015. Mark Kupke motioned to approve the financials as presented, Darren Rudloff seconded; motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. **MMGY Global, LLC** – Amendment Two - this Amendment will add \$3,956.12 to the existing hosting contract so the Contractor can continue hosting services for Tourism for the duration of the contract. The original contract allowed the Contractor to develop an in-house hosting service for Tourism websites in the amount of \$6,781.92. Amendment One extended the expiration date from November 30, 2014 to June 30, 2016. This contract is paid at the rate of \$565.16 per month. If approved, this contract will not exceed \$10,738.04 and is set to expire June 30, 2016. Renée Middleton motioned to approve, Jim Waldrop seconded; the motion passed unanimously.
 - B. Information Only:
 - i. **The Wyoming State Historical Society** – Technical Assistance Program – this contract will support the Westward Ho! Audio Tour to include more sites along the historic trails

in the area. This contract shall not exceed \$5,000 and is set to expire December 31, 2016.

- ii. **Sweetwater County Joint Travel and Tourism Board** – Technical Assistance Program - this contract will support a Sweetwater County Comparative Lodging Study. This contract shall not exceed \$3,975 and is set to expire December 31, 2016.
 - iii. **Sweetwater County Joint Travel and Tourism Board** – Technical Assistance Program – this contract will support a Sweetwater County Visitor Conversion Study. This contract shall not exceed \$3,250 and is set to expire December 31, 2016.
 - iv. **Jackson Hole Chamber of Commerce** – Technical Assistance Program – this contract will support a Destination Website for Jackson Hole. This contract shall not exceed \$3,000 and is set to expire December 31, 2016.
 - v. **Wyoming Veterans Memorial Museum** – Technical Assistance Program – this contract will support a World War II Historic Marker at Casper Army Airbase. This contract shall not exceed \$2,750 and is set to expire December 31, 2016.
- V. Senior Director of Brand Strategy Report – *The Good Dinosaur* – members of the Tourism Board, and Staff were able to attend the movie premiere on November 16th in Los Angeles. Also in attendance, were Governor Mead, First Lady, Carol Mead, representatives from Fahlgren, Inc. and BVK. Michell reviewed videos and information that is featured on WOT’s consumer and industry websites, as well as statewide dinosaur and paleontology attractions. WOT is prepared to assist communities with specific needs to accommodate the influx from this movie.
- VI. Executive Director’s Report:
- A. Budget – Diane and members of the WOT staff met with Governor Mead and members of the budget office to review the BFY 17/18 budget and exceptions request. Tourism offered \$315,000 in budget reductions for the biennium. Chris Brown, Wyoming Associations and Government Affairs Network, Renée Middleton and Darren Rudloff, Wyoming Tourism Board, are scheduled to meet with the Governor to express the importance of tourism to the state and reiterate that the tourism industry continues to add value to the state’s economy.
 - B. Legislative Update – there has been a lot of positive conversation regarding the importance of tourism to the state and the economy. Board members are asked to continue communicating with members of the Legislature.
 - C. 2015 WNFR – the members of the Board that are attending the WNFR have been emailed updates from Anita Benton. Board members will attend the Salute to Team Wyoming Breakfast, rodeos and assist working the Wyoming booth at Cowboy Christmas.
 - D. January 14, 2016 Joint Appropriation Committee (JAC) and Board Meeting – Tourism is scheduled to present to JAC at 1:00 p.m. on Thursday, January 14th in Cheyenne. A Tourism Board meeting will be held the morning of the 14th and details will be emailed to the Board when plans are finalized.
- VII. A. New Business:
- i. Britney Butler, Industry Relations Manager, will contact Mark Kupke and ask to serve on the Lusk Community Rebuild Taskforce.

- ii. Senator Ross gave an outstanding talk supporting the tourism industry during the recent Business Alliance meeting and asked for other legislative members to continue to invest in tourism.
- VIII. Old Business – there was no old business.
- IX. Public Comments – there were no public comments.
- X. Executive Session – there was no need for an Executive Session this meeting.
- XI. Adjourn – Renée Middleton motioned and Darren Rudloff seconded to adjourn, the Board meeting adjourned at 4:00 p.m.