



**Tourism Board of Director's Conference Call  
Monday, April 21, 2014  
3:00 p.m.**

**Tourism Board Members Present:** Renée Middleton, Sandy Newsome, Mark Kupke, Liisa Anselmi-Dalton, Darren Rudloff, John Rutter and Jim Waldrop

**Tourism Board Members Absent:** Zannie Driskill and Clay Miller

**Tourism Staff Members Present:** Diane Shober, Anita Benton, Kaitlyn Anderson, Monica Taylor-Lee, James Scoon, Darin Lundberg and Vicki Morris

- I. Chairman, Renée Middleton, called the meeting to order at 3:05 p.m.
- II. The meeting minutes from March 25, 2014 were presented for approval. Mark Kupke motioned to approve the minutes as presented, John Rutter seconded; the motion passed unanimously.
- III. Anita Benton, Director of Business Operations, presented the Board with an up-to-date financial summary. Liisa Anselmi-Dalton motioned to approve the financials as presented, Sandy Newsome seconded; the motion passed unanimously.
- IV. Contracts:
  - A. Approval:
    - i. Barnhart, Inc. – this contract is for the Contractor to provide marketing, advertising, promotion and execution services for Tourism. Within this contract the base amount is \$6,107,625; Strategic partnerships, \$20,000; Global Sales and Service, \$15,000; one-time money in existing markets, \$1,200,000; inflation on media buys, \$150,000 and new market (Seattle), \$640,000. This contract shall commence July 1, 2014 and expire June 30, 2015 for a total contract amount of \$8,132,625. Motion was made by John Rutter to accept this contract as presented, Mark Kupke seconded; the motion passed unanimously.
    - ii. MMGY Global, LLC – Phase 2B – Amendment Five – this Amendment will add \$430,800 (\$35,900 a month for 12 months) so the Contractor can continue Search Engine Marketing (SEM) for Tourism. The new Seattle market is included in this Scope of Work. The original contract allowed the Contractor to complete Phase 2B of the Tourism website redesign and related back-end programming support. Included was the GOMS, building out the new industry administrative portal, stand-alone site comps and integration, integrate three blogs into GOMS – Film, Round-Up and Rodeo Hand – snow report feed on home page, enhance events section with

calendar view and more intuitive functionality and all associated research necessary to support all enhancements. The original contract amount was \$200,175. Amendment One to Phase 2B added \$53,450 so the Contractor could enhance the existing mapping on main website, tablet and mobile versions. Amendment Two added \$476,100 and allowed the Contractor to provide the services necessary to set-up, manage and implement a complete Search Engine Marketing (SEM) campaign and corresponding analysis. Amendment Three added \$3,000 so the Contractor could implement necessary data migration into their system in order to again host the database. Amendment Four added \$36,342 to the existing contract and extended the expiration date until June 30, 2015. The additional monies allowed the Contractor to duplicate the current m.wyomingtourism.org mobile site and rebuild a dedicated mobile site that will display appropriately across the intended mobile devices. In addition, the Contractor conducted a Gap Analysis between the existing Global Online Management System (GOMS) and the new Industry Administration and Umbraco system so Tourism could fully understand the functional differences between the two systems. The total contract amount, including all amendments shall not exceed \$1,199,867. Sandy Newsome motioned to accept this Amendment as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.

- iii. Miles Media Group, LLLP – this contract is for fulfillment services; content plan and website e-newsletter and branded envelope for the Official Travelers Journal (OTJ). Within this contract \$69,000 is for fulfillment, foreign postage, packaging and warehouse storage; \$51,999.96 is for content – paid at the rate of \$4,333.33 per month; \$21,000 is for email distribution – paid at the rate of \$1,750 per month for one monthly email. This contract shall commence on July 1, 2014 and expire June 30, 2015 and shall not exceed \$141,999.96. John Rutter motioned to accept this contract as presented, Mark Kupke seconded; the motion passed unanimously.
- iv. Randall Travel Marketing, Inc. – this amendment was approved at the March 25, 2014 meeting. The amendment was originally designed to extend the expiration date of the current contract until December 31, 2014. Since the March meeting two more Cooperative Research projects have been requested. One project is a Lodging Study in Goshen County for 2,152 and the second is for a Lodging Study for an amount not to exceed \$2,500 and an Intercept Survey for an amount not to exceed \$4,000, both in Carbon County. Amendment Four is being reintroduced to add \$8,652 to the existing and extend the expiration date until December 31, 2014. These two additional research cooperatives will expend all research cooperative funds for BFY 2013. The original contract designated funds to provide training and/or research to Lodging Tax Boards, Destination Marketing Offices, Chamber of Commerce, Convention and Visitor Bureaus, cities and staff around the state either on site or by attending the Marketing Outlook Forum and/or the Wyoming Hospitality and Tourism Conference for a total contract amount of \$40,000. Amendment One added \$35,000 so the Contractor could continue providing

additional training and research to Lodging Tax Boards, Destination Marketing Offices, Chamber of Commerce, Convention and Visitor Bureaus and cities and staff around the state. Amendment Two added \$20,000 to continue the cooperative Research Program. Amendment Three extended the expiration date until June 30, 2014. This total contract shall not exceed \$103,652. Motion was made by Darren Rudloff to accept this Amendment as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.

- v. Fieldstar International - this contract allows the Contractor to provide Japanese Tourism Development for Tourism. The initial contract amount is less than last year because it does not include West Magazine and the website due to requested changes. Once an agreement between WOT and the Contractor are complete the information will be introduced in an amendment for approval. This contract shall commence on July 1, 2014 and expire June 30, 2015 and shall not exceed \$74,010.

**B. Information Only:**

- i. Wyoming Press Association – this contract allows the Contractor to run statewide newspaper advertising for Tourism’s *“Another Wyoming Weekend”* promotion. This contract shall commence July 1, 2014 and expire June 30, 2015 and shall not exceed \$31,411.74.
- ii. Cowboy State News Network/Montgomery Broadcasting - this contract allows the Contractor to run statewide radio advertising for Tourism’s *“Another Wyoming Weekend”* promotion. This contract shall commence on July 1, 2014 and expire June 30, 2015 and shall not exceed \$19,400.00.
- iii. Wyoming Department of Transportation (WYDOT) – Amendment One - this amendment shall extend the existing MOU until June 30, 2016. The original MOU allowed WYDOT to scout and provide a list of acceptable vendors to install directional and informational highway signs at various locations on the state highway system. This MOU shall not exceed \$20,000.

**V. Executive Director Report:**

- A. Budget Retreat – June 2-3, 2014 – Diane reviewed tentative plans with the Board regarding the upcoming Budget Retreat. Dinner on June 2<sup>nd</sup> and meeting on the 3<sup>rd</sup>. During the Budget Retreat the Board will review projects that the staff will propose for one-time funding. In addition, a Board assessment will be conducted. The assessment will be emailed and will utilize knowledge and resources of each Board member. The assessment will be emailed for completion. The Tourism Leadership team will also attend this meeting. The Supplemental budget request is due to the Governor by August 1, 2014. The Board will be kept apprised of plans for the retreat.

**VI. Public Comments – there were no public comments.**

**VII. Old Business – there was no old business.**

**VIII.** New Business:

- A.** Executive Director, Diane Shoher, will present to the Travel Recreation Wildlife and Cultural Resources Committee on May 5<sup>th</sup> at Curt Gowdy State Park to explain markets and advertising investments. A few members of the WOT staff will attend and Diane asked if any Board members would be available to attend.
  - B.** Chairman, Renée Middleton. asked the Board to report news within their areas:
    - i. Darren Rudloff – District 1 – reported that room bookings from January through March are up 11% and the summer outlook is positive;
    - ii. Mark Kupke – District 2 – reported the area is very busy, summer room reservations look strong;
    - iii. Liisa Anselmi-Dalton – District 4 – reported that State High School soccer will be in Rock Springs this year, there are many construction workers in the area and reservations are strong;
    - iv. Sandy Newsome – District 5 – reported the good weather has been a positive factor, the East Entrance to Yellowstone National Park is scheduled to open on May 2<sup>nd</sup> and hotel reservations look strong;
    - v. John Rutter – District 6 – reported the levels of snowfall in the Grand Tetons is a concern and could impact a slow start to the summer season;
    - vi. Renée Middleton – At-Large – reported that business in her industry, Taco John's, has increased the past couple of weeks;
    - vii. Jim Waldrop – At-Large – reported the recent land slide was a very sad event but to date hasn't affected tourism; flights are looking strong and the snow made for a strong ski season.
  - C.** AnnDrea Boe, Director of Brand Strategy, reported website inquiries are up 33%, page-views are up 3.5% and the website is moving in a positive direction.
- IX.** Executive Session – there was no need for an Executive Session this meeting.
- X.** Adjourn – Darren Rudloff motioned to adjourn the meeting at 4:07 p.m. John Rutter seconded; the motion passed unanimously.