



**Wyoming Office of Tourism  
Board of Director's Meeting  
December 18, 2014  
3:20 p.m.  
Cheyenne Depot  
Cheyenne, Wyoming**

Board Members Present: Renée Middleton, Sandy Newsome, Mark Kupke, Zannie Driskill, Darren Rudloff, John Rutter and Jim Waldrop

Board Member Absent: Liisa Anselmi-Dalton

Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe and James Scoon

- I. Chairman, Renée Middleton, called the meeting to order at 3:20 p.m.
- II. The meeting minutes from November 17, 2014 were presented for approval. John Rutter motioned to approve the minutes as presented, Jim Waldrop seconded; motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the budget summary year-to-date as of November 30, 2014. Zannie Driskill motioned to approve the financials as presented, Darren Rudloff seconded; the motion passed unanimously.
- IV. Contracts:
  - A. Approval:
    - i. Strategic Marketing and Research Insights, LLC – the Contractor shall provide Overnight Visitor Profiling, Web and Advertising Effectiveness research results for Tourism. Tourism has had a contract with the Contractor since 2010 and is currently set to expire March 31, 2015. The Contractor has agreed to continue research services for Tourism for another year at the same dollar amount. The continuation of this contract will allow continued research on existing advertising. This contract shall not exceed \$77,000 and is set to expire March 31, 2016.
    - ii. Dean Runyan and Associates – the Contractor shall provide travel impact analysis, including measurements of travel spending, earning and employment generated by overnight and day traveler spending, as well as the resulting municipal, county and state tax revenue. Tourism has had a contract with the

Contractor since March 2010 and is currently set to expire May 31, 2015. The Contractor has agreed to continue services for Tourism for one additional year at the same dollar amount. The continuation of this contract will allow continued research on existing advertising. This contract shall not exceed \$59,000 and is set to expire May 31, 2016.

V. Executive Director Report:

- A. Supplemental Budget – the Board discussed and provided feedback on today’s testimony to the Joint Appropriations Committee.
- B. Balanced Score Card – the Board reviewed and discussed the 2014 Balanced Score Card handout, the process to reach desired results and changes since last year. The Board was given an overview of the staff retreat, cross functional teams and where Tourism is headed to complete 2014 and 2015.
- C. Ad Agency Request for Proposal (RFP) – the Board was briefed on assistance from George Zimmerman regarding the upcoming RFP. The RFP is scheduled to be issued February 4, 2015; RFP closes March 17, 2015; Oral presentations in Cheyenne, April 22-23, 2015; Successful Proposer notified, April 29, 2015. This schedule is subject to change with notice.
- D. Governor’s Conference on Hospitality and Tourism – the February Board meeting will be February 8, 2015 in Cheyenne, prior to the start of the conference. Sleeping rooms have been reserved for all Board members. The Board will receive more information on the meeting as the date gets closer. Diane also reviewed the list of scheduled speakers and reminded the Board to register directly with the Wyoming Lodging and Restaurant Association.
- E. Brand USA – Diane gave a brief overview of the efforts of Brand USA and will show the behind the scenes trailer, for the giant screen film being produced, during the February 2015 Board meeting.

VI. Director Reports:

- A. Brand Studio – AnnDrea Boe, Director of Brand Strategy, gave a brief overview of the 2014-2015 Winter Campaign results. Winter Ad objectives consist of extending the “Roam Free” message; champion the overall experience of winter in Wyoming; maintain a high Click Through Rate (CTR) and enhancing user experience on the Wyoming website. The Travis Rice sweepstake was reviewed and the snowboard winners will be revealed soon.
- B. Global Sales and Service – James Scoon, Director of Global Sales and Services, reviewed his and Diane Shober’s recent trip to Minneapolis, MN to attend the Rocky Mountain International (RMI) Mid-Year meeting. The topic of this meeting was to discuss efforts to leverage foreign marketing dollars and receive research feedback.
- C. Strategic Partnerships - due to time constraints, this update will be presented at the February Board meeting.
- D. Business Operations – due to time constraints, this update will be presented at the February Board meeting.

- VII. New Business:
  - A. 2015 Meeting Dates – a tentative list of 2015 meeting dates was provided to the Board.
- VIII. Old Business – there was no old business to report.
- IX. Public Comments:
  - A. Chris Brown and Barbara Stafford – WLRA/WTIC – Chris and Barbara reviewed current bills pertaining to Tourism.
- X. Executive Session – there wasn't a need for an Executive Session this meeting.
- XI. Adjourn – Zannie Driskill motioned to adjourn the meeting at 4:55 p.m., Clay Miller seconded; the motion passed unanimously.