



**Tourism Board of Director's Meeting
Sunday, February 8, 2015
Little America Hotel and Resort
Cheyenne, Wyoming**

Tourism Board Members Present: Renée Middleton, Sandy Newsome, Mark Kupke, Liisa Anselmi Dalton, Zannie Driskill, Clay Miller, Darren Rudloff, John Rutter and Jim Waldrop

Staff Members Present: Diane Shober, Anita Benton, Vicki Morris, Amanda Roberts, Kristin Phipps, Becky Butler, Ellen Fischer, Kandi Ames, Michell Howard, AnnDrea Boe, Colin Stricklin, Monica Taylor-Lee, James Scoon, Darin Lundberg, Becky Ward, Chris Mickey and Kaitlyn Anderson

Guests Present: Bill Schumacher, Patrick Farrell, Lynda Pfaff and Sandy Schest, Barnhart, Inc.; Victoria Simmons, BVK; Neil Mortine, Leslie Holbrook, Janette Huelsman and Marty McDonald, Fahlgren Mortine; Hannah Kelbaugh, Miles Media; Jeff Polley, Madden Media

I. Renée Middleton called the meeting to order at 1:02 p.m.

Renée acknowledged that today is Clay Miller's last meeting as a Tourism Board member and thanked Clay for his many years of service. Clay has been a member of the Board since its inception in 2003. His tireless commitment to the Board and industry is appreciated!

Renee also thanked the Wyoming Office of Tourism staff for working so well together and gave kudos for the vendor meeting that was held earlier this morning.

II. Executive Director, Diane Shober, introduced new staff members:

- A. Britney Butler, Industry Relations Manager - Britney is a Wyoming native and recently worked in Washington, DC for Senator Enzi.
- B. Ellen Fischer, Global Insights and Research Manager – Ellen joins the team from Milwaukee, WI and will keep the research industry on its toes.
- C. Becky Ward, Visitor Services Coordinator – Becky was originally hired as a seasonal employee assisting visitors. She now joins the team as a full time staff member assisting Strategic Partnerships with project management and continuing to greet and assist travelers.

III. The meeting minutes from December 18, 2014 were presented for approval. John Rutter motioned to approve the minutes as presented, Darren Rudloff seconded; motion passed unanimously.

IV. Anita Benton, Director of Business Operations, introduced Accounting Manager, Amanda Roberts. Amanda assists Anita with many of the financial tasks and is currently working with Anita on a financial dashboard. This dashboard will be posted later this year. Anita reviewed the financials from December 2014 and January 2015. Zannie Driskill motioned to approve the financials as presented, Jim Waldrop seconded; the motion passed unanimously.

V. Contracts:

A: Approval:

- i. Birdsell, Voss & Associates, Inc., d.b.a. BVK – the Successful Proposer (Contractor) to RFP 0175-Z and has been awarded the contract for Public Content Development/Search Engine Optimization and eNewsletter for the Wyoming Office of Tourism. Contractor shall assist Tourism with building and distributing one (1) eNewsletter per month. Content of each email shall be determined by an editorial calendar, as well as the monthly promotions and events being highlighted in the overall Wyoming Marketing Plan. This contract shall not exceed \$121,875 and is set to expire June 30, 2016. Clay Miller motioned to approve this contract as presented, Liisa Anselmi Dalton seconded; the motion passed unanimously.
- ii. Red Bull Media House North America, Inc. – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Red Bull Media House North America, Inc. (Contractor) and has recommended approval at 15%. The total estimated spending in Wyoming is \$388,000 for a rebate of up to \$58,200. The Contractor is based out of Santa Monica, California and is planning a snowboarding film featuring pro snowboarder and Wyoming native, Travis Rice. Distribution plan includes theatrical distribution tours in Los Angeles, California and New York; grassroots premiers in key mountain markets; international premier tour and distribution in key markets include Spain, Italy, France, Germany, Austria, United Kingdom, Japan, Australia and New Zealand. This Contract is set to expire June 30, 2017. Sandy Newsome motioned to approve this contract as presented, Jim Waldrop seconded; the motion passed unanimously.

B. Information Only:

- i. Cowboy Contracts – the purpose of the cowboy contracts is to set forth the terms and conditions by which Tourism shall endorse the Team Wyoming Cowboys through the 2015 PRCA Patch Program and to represent Wyoming while traveling to and participating in rodeos. The goal is to create awareness about Wyoming as a vacation destination. Tourism spends millions of dollars in traditional advertising venues (television, radio, magazine, online, etc.) promoting Wyoming and focuses a great deal of its efforts in building Wyoming's brand and brand awareness. The Team Wyoming members are all rodeo athletes and the associated visibility of the sport is an additional avenue to communicate the "Wyoming" message to thousands of people, thus helping to build and generate interest in Wyoming. The cowboys that will participate in the 2015 contract season are: JR Vezain, \$19,000; Seth Brockman, \$19,000; Dusty Tuckness, \$19,000; Kanin Asay, \$16,500; Tyler

Willis, \$16,500; Clayton Savage, \$16,500; Les Shepperson, \$16,500; Seth Glause, \$16,500; Bobby Welsh, \$16,500; Chet Johnson, \$16,500; Jhett Johnson, \$8,000. The individual contract dollar amounts vary dependent upon level of participation.

VI. Directors' Reports:

- A. Strategic Partnerships – Michell Howard, Director of Strategic Partnerships, reported that there has been some further reorganization within this department. Kristin Phipps has taken over Visitor Engagement. The annual familiarization tour is scheduled from May 7 – 11, 2015 for all welcome center staff and will focus on the northeast corner of the state and include Cody, Powell and Yellowstone. Britney Butler is managing industry development and will assist the industry in maximizing the impact of all WOT programs. Michell reported that the FIFI sunset is June 2016. If the FIFI program were to sunset Wyoming could see a decline in the filming industry. The Wyoming Film Office is working on strategy to restructure the FIFI program to offer more opportunities to companies. Another goal of Strategic Partnerships is to secure two professional corporate partnerships by June 30, 2015. The goal of these partnerships is to add advertising dollars to WOT without actually having to expend the WOT budget. Diane Shober and Michell Howard have met with Governor Mead and the Wyoming Attorney General's office regarding this program. This program is in the infancy stage and details are still being ironed out.
- B. Global Sales and Service – James Scoon, Director of Global Sales and Service, reported that WOT continues working with Brand USA to grow international visitation. WOT continues efforts to evaluate International Return on Investment (ROI) and trip reports. The goal is to provide quantifiable data to guide strategic decisions. The Japanese Tourism Development Request for Proposal (RFP) is currently in process and is scheduled to be issued March 3, 2015. The Japanese market is large and WOT will continue working with Brand USA and public relations contractor, Fahlgren Mortine, for international advertising strategy.
- C. Brand Studio – AnnDrea Boe, Director of Brand Strategy, reported the result of the Content, SEO/eNewsletter, OTJ and Fulfillment RFP. Birdsall, Voss and Associates, Inc., d.b.a. BVK has been awarded the Content/SEO/eNewsletter portion and Miles Media has been retained to continue the OTJ and fulfillment portion. The Advertising RFP was issued February 4, 2015 and work on the Website RFP is currently being researched. AnnDrea reported web traffic is up 11% and there were 19,834 entries in the Roam with Rice Sweepstakes. The summer campaign was reviewed as well as the Seattle launch.
- D. Business Operations – Anita Benton, Director of Business Operations, reported on the LEAN process. This process was implemented by Coraggio Group to assist in eliminating waste. The current LEAN project is being conducted on the Advertising RFP. Business Operations continually looks for way to eliminate waste and strive for efficiency.

VII. Executive Director Report:

- A. 2014 Research Results – 2014 travel generated impacts compared 2014 to 2013 indicate increases in visitor volume, visitor spending, taxes and jobs, as well as overnight visitors and

tax generated tax receipts. Total trip expenditures increased from \$914 to \$1,355 between 2010 and 2014. This research was provided by Strategic Marketing and Research Insights, LLC and Dean Runyan Associates. This research can be found by visiting the Tourism Industry website at www.wyomingofficeoftourism.gov.

- B. Supplemental Budget Review – to date, the money for the WOT website redesign has been pushed to the “contingent appropriations” within the supplemental budget. Diane doesn’t feel the RFP for the website can be put on hold and asked for direction from the Board. Jim Waldrop motioned that WOT move forward with the website RFP, prior to receiving supplemental funding, and even if the supplemental funding isn’t approved, John Rutter seconded; motion passed unanimously. The Board is in agreement to have a plan in place should the supplemental budget not come through.
- C. Board Retreat – Diane reported that the biennium budget for 2017/2018 is due August 2, 2015. Growth strategy is what Diane would like to work towards. Diane proposed to have a joint retreat with the Wyoming Lodging and Restaurant Association and the Wyoming Travel Industry Coalition to work towards this strategy and discuss corporate challenges. A follow up email will be sent to narrow down a date and location.

VIII. New Business:

- A. 2015 Meeting Dates – a list of meeting dates for 2015 was given to the Board. All dates are tentative and may change with notice.

IX. Old Business – there was no old business to report.

X. Public Comments – there were no public comments.

XI. Executive Session – there was no need for an Executive Session this meeting.

XII. Adjourn – Darren Rudloff motioned and Jim Waldrop seconded that the Board meeting adjourn at 5:04 p.m.