



**Board of Directors Meeting  
February 8, 2015  
1:00 p.m.  
Little America Hotel and Resort – Sinclair Room  
Agenda**

- |      |  |                   |
|------|--|-------------------|
| I.   | Welcome – Roll Call/Board Updates                      | Renée Middleton   |
| II.  | Introduction of New Staff                              | Diane Shober      |
|      | A. Britney Butler, Industry Relations Manager          |                   |
|      | B. Ellen Fischer, Global Insights and Research Manager |                   |
|      | C. Becky Ward, Visitor Services Coordinator            |                   |
| III. | Approval of Minutes from December 18, 2014             |                   |
| IV.  | Financials   | Anita Benton      |
| V.   | Approval of Contracts:                                 |                   |
|      | A. For Approval:                                       |                   |
|      | i. BVK   | \$121,875.00      |
|      | ii. Red Bull Media House North America, Inc. (FIFI)    | up to \$58,200.00 |
|      | B. Information Only:                                   |                   |
|      | i. Cowboy Contracts:                                   |                   |
|      | a. JR Verzain  | \$19,000.00       |
|      | b. Seth Brockman                                       | \$19,000.00       |
|      | c. Dusty Tuckness                                      | \$19,000.00       |
|      | d. Kanin Asay  | \$16,500.00       |
|      | e. Tyler Willis  | \$16,500.00       |
|      | f. Clayton Savage                                      | \$16,500.00       |
|      | g. Les Shepperson                                      | \$16,500.00       |
|      | h. Seth Glause   | \$16,500.00       |
|      | i. Bobby Welsh   | \$16,500.00       |
|      | j. Chet Johnson  | \$16,500.00       |
|      | k. Jhett Johnson                                       | \$7,500.00        |
| VI.  | Director's Reports:                                    |                   |
|      | A. Strategic Partnerships                              | Michell Howard    |
|      | B. Global Sales and Service                            | James Scoon       |
|      | C. Brand Studio  | AnnDrea Boe       |
|      | D. Business Operations                                 | Anita Benton      |

- VII. Executive Director Report Diane Shober
  - A. 2014 Research Results
  - B. Supplemental Budget Review
  - C. Board Retreat
  
- VIII. New Business:
  - A. 2015 Meeting Dates
  
- IX. Old Business
  
- X. Public Comments
  
- XI. Executive Session Renée Middleton
  
- XII. Adjourn Renée Middleton