



Tourism Board of Director's Conference Call
Tuesday, July 21, 2015
9:00 a.m.

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

Tourism Board Member Absent: Zannie Driskill

Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Michell Howard, James Scoon, Lesley Rowbal, Colin Stricklin and Angelina Cisneros

- I. Chairman, Renée Middleton called the meeting to order at 9:03 a.m.
- II. The meeting minutes from June 15, 2015 were presented for approval. Liisa Anselmi Dalton motioned to approve the minutes as presented, Jim Waldrop seconded; motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the financials as of June 30, 2015. Mark Kupke motioned to approve the financials as presented, Darin Rudloff seconded; motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. REAL AMERICA MARKETING COMPANY, d.b.a., ROCKY MOUNTAIN INTERNATIONAL CORPORATION – AMENDMENT ONE – this amendment shall add \$5,000 to the existing contract for Public Relations efforts for Brand Studio. The original contract allows the Contractor to increase state revenue through international travel for a contract amount of \$319,778. If approved, the total amount of this contract, including this amendment, shall not exceed \$324,778 and is set to expire June 30, 2016. Jim Waldrop motioned to approve, Sandy Newsome seconded; the motion passed unanimously.
 - ii. BEST OF THE WEST PRODUCTIONS, LLC – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Best of the West Productions, LLC and has recommended approval at 15%. The total estimated spending in Wyoming is \$500,000 for a rebate of up to \$75,000. The Contractor is based out of Cody, Wyoming. *"The Best of the West"* is a weekly television program and an award winning hunting program featuring precision long range shooting. The program is scheduled to air on the Outdoor channel and WildTV (Canada) and is broadcasted to 51 million households each week in the U.S. and Canada. If

approved, this contract shall expire June 30, 2017. Liisa Anselmi Dalton motioned to approve, Mark Kupke seconded; the motion passed unanimously.

V. FY17-18 Biennium Budget:

A. BIENNIUM BUDGET – Executive Director, Diane Shober, presented two options for discussion for the 17/18 Biennium Budget. Option One is for an exceptions request of \$7,730,000 and Option Two for \$8,480,000. Diane reviewed in detail all amounts and differences of both options. After much discussion, Sandy Newsome motioned to approve Option Two for an exceptions request of \$8,480,000; the motioned passed with six ayes and two no votes. The Board recommended that Diane schedule a meeting with the Governor after the budget is submitted the beginning of August.

VI. Directors Report

A. BARNHART TRANSITION – Last month the board approved putting \$84,500.00 in Media Accrual funds toward Barnhart’s fee for July and part of August. This month, there is \$97,210.00 in Media Accrual and we anticipate a little more to come in. It was recommended that these funds be put toward the monthly fee and the balance come out of what is left in the contract. The Barnhart contract expires December 31, 2015 but anticipate all work being completed by the end of October. Darin Rudloff made the motion to approve, Liisa Anselmi Dalton seconded; the motion passed unanimously.

B. FALL SUMMIT 2016 - Dates have changed to October 8-9, 2015 in Riverton, WY.

C. DISNEY PIXAR FILM – Wyoming was approached by Disney/Pixar to be an exclusive destination partner in the upcoming film “The Good Dinosaur”.

D. MATRIX ON SEATTLE – Official Travelers Journal request have gone up 70%, mobile sessions have gone up 552% from January-June, 2015 as a result of the Seattle marketing campaign. On a side note, visitation numbers at the Southeast Wyoming Welcome Center have surpassed numbers from last year at this time. This is attributed to a layered marketing campaign and lower gas prices.

E. WEB RFP – Was issued July 6, 2015. Questions from vendors have been received and answers from Wyoming Office of Tourism (WOT) are due Friday, July 24, 2015. This process is moving along as scheduled.

F. NPS FILM – the National Parks Premier is scheduled for February 6, 2016 in Washington DC.

VII. New Business – there was no new business to report.

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

IX. Public Comments – there were no public comments.

X. Executive Session – Jim Waldrop motioned and Liisa Anselmi Dalton seconded to begin Executive session at 10:18am. Darren Rudloff motioned and Liisa Anselmi Dalton seconded that the Executive Session adjourn at 10:31am

XI. Adjourn – Darren Rudloff motioned and Jim Waldrop seconded that the Board meeting adjourn at 10:31 a.m.