



**Tourism Board of Director's Conference Call  
Monday, July 14, 2014  
3:00 p.m.**

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

**Tourism Board Members Absent:** Renée Middleton

**Tourism Staff Members Present:** Diane Shober, Anita Benton, AnnDrea Boe, Kaitlyn Anderson, Colin Stricklin, Lesley Rowbal, Kristin Phipps and Vicki Morris

- I. Vice Chair, Sandy Newsome, called the meeting to order at 3:00 p.m.
- II. The meeting minutes from May 14, 2014 were presented for approval. John Rutter motioned to approve the minutes as presented, Mark Kupke seconded; the motion passed unanimously.
- III. Anita Benton, Director of Business Operations, presented the Board with an up-to-date financial summary. John Rutter motioned to approve the financials as presented, Clay Miller seconded; the motion passed unanimously.
- IV. Contracts:
  - A. Approval:
    - i. Oceandoll Productions LLC – the Wyoming film Industry Financial Incentive (FIFI) Committee has reviewed the application from Oceandoll Productions and has recommended approval at 15%. The total estimated spending in Wyoming is \$2 million for a total rebate of up to \$300,000. Contractor is based out of Toluca Lake, California. *Wyoming Sky* takes place in the summer 1884 and depicts danger of the Wyoming frontier. The total contract shall not exceed \$300,000 and is set to expire June 30, 2016. Motion was made by Clay Miller to accept this FIFI contract presented, Liisa Anselmi seconded; the motion passed unanimously.
    - ii. Signage Contracts – Seventeen signage applications were approved for the current round of funding totaling \$240,024.05. Another round may be open for applications in March 2015. Motion was made by Mark Kupke to accept the signage projects as presented, Jim Waldrop seconded; the motion passed unanimously.
    - iii. Miles Media Group LLLP – the purpose of this contract is for the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2015 Wyoming *Official Traveler Journal (OTJ)* and advertising sales associated with

the OTJ, website, eNewsletter and fulfillment leads. This contract shall not exceed \$118,000 and is set to expire January 31, 2016. Motion was made by Clay Miller to accept the contract as presented, Darren Rudloff seconded; the motion passed unanimously.

- iv. Charles Coon – Amendment Two – this Amendment shall add \$15,000 to the existing contract so the Contractor can assist Tourism in managing the College Rodeo program. The original contract allowed the Contractor to provide marketing and support services for a total contract amount of \$36,500. Amendment One allowed the Contractor to assist Tourism with the Wyoming Governor’s Conference Tourism Video in the amount of \$2,500. The total contract, including Amendment One and this Amendment Two shall not exceed \$54,000 and is set to expire December 31, 2014.

**B. Information Only:**

- i. ZOOM LBC, LLC – the purpose of this contract is for the Contractor to provide independent WIFI hotspots and operations and maintenance services at the Sheridan Welcome Center and the northeast Wyoming Welcome Center. The Contractor shall charge Tourism \$487.85 per month for this service for a total contract amount of \$11,708.40. This contract shall commence on October 1, 2014 and is set to expire September 30, 2016.
- ii. Eight Cloud – this contract was on the July Agenda, however, due to outstanding questions Diane Shober did not present the information to the Board. This contract will be presented at a future meeting.
- iii. Wyoming Business Council – this contract was on the July Agenda, however, due to outstanding questions Diane Shober did not present the information to the Board. This contract will be presented at a future meeting.
- iv. T3 Media – (Grunko) – the purpose of this Contract is for the Contractor to pay Tourism 40% of all revenue from the Grunko Film Collection, which is owned by Tourism. The Contractor shall pay Tourism for the selected clips and amount equal to 40% from the Contractor’s Customers who purchase the right to use any of the Contractor’s content. This contract is revenue only and is set to expire December 2019.

**V. Executive Director Report:**

- A. Supplemental Budget – Diane presented the 2015-2106 draft Biennial Supplemental Budget Request to the Board for review and approval. Diane outlined the budget and verified that the first priority is website and the second priority will be international. Clay Miller motioned to approve the supplemental budget as presented, John Rutter seconded; the motion passed unanimously.

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

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

**VIII.** New Business:

**A.** Sandy Newsome asked members of the Board for regional updates:

- i. Darren Rudloff – District 1 –Laramie County is looking strong. A new hotel and steak house are open. Darren is hopeful the strong numbers will continue.
  - ii. Mark Kupke – District 2 – Torrington, Casper and Lusk are doing well! Motels are full thanks to a very busy summer.
  - iii. Clay Miller – District 3 – July 4<sup>th</sup> was great at Paradise Ranch as they welcomed many return visitors during that time. Paradise was able to host a fireworks show – first time in three years. Longmire Days will be held in Buffalo this coming weekend.
  - iv. Liisa Anselmi Dalton – District 4 – National High School Rodeo has started so everything is moving fast. Everyone is gearing up for a busy July and August.
  - v. Sandy Newsome – District 5 – Extreme Bulls was well attended on July 3<sup>rd</sup> and Cody experienced a strong July 4<sup>th</sup>.
  - vi. John Rutter – District 6 – Teton County’s numbers are up 7% in June. John didn’t have statistics for Yellowstone, but judging traffic in Jackson he expects numbers to be up as well. Grand Teton National Park was up 1.6% in June.
  - vii. Zannie Driskill – At Large – Devils Tower are very strong and they were also busy over the 4<sup>th</sup>.
  - viii. Jim Waldrop – Yellowstone National Park is up 5% for June, while Jackson is expecting a record May and June.
- B.** Diane reported the fire season is suppressed but the southeast corner has a lot of grass from all of the rain. The Southeast Wyoming Welcome Center (SEWWC) visitor traffic is up 30% to 35% from last year.
- C.** Diane reported there would not be an August conference call unless contract approval is necessary.

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

**X.** Adjourn – Clay Miller motioned to adjourn the meeting at 4:11 p.m. Zannie Driskill seconded; the motion passed unanimously.