



**Wyoming Tourism Board of Directors Meeting  
Clarion Inn – Gillette, Wyoming  
Tuesday, October 7, 2014  
8:30 a.m.**

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

**Tourism Board Member Absent:** Zannie Driskill

**Tourism Staff Members Present:** Diane Shober, Kristin Phipps, Monica Taylor-Lee, Chris Mikey, AnnDrea Boe and James Scoon

**Guests Present:** Sandra Bott and Janell Goffredson, Cam-Plex; Cam-Plex; Levi Thorn, Grand Teton Lodge Company; Marty McDonald and Neil Mortine, Fahlgren Mortine; Gene Bryan, Bryan Consulting; Pat Farrell, Sandy Schest and Lynda Pfaff, Barnhart, Inc.; Rick Hoeninghausen, Xanterra

- I. Chairman, Renée Middleton, called the meeting to order at 8:30 a.m.
- II. The meeting minutes from September 15, 2014 were presented for approval. Liisa Anselmi Dalton motioned to approve the minutes as presented, Mark Kupke seconded; the motion passed unanimously.
- III. Diane Shober, Executive Director, reviewed the budget summary year-to-date as of September 30, 2014. Clay Miller motioned to approve the financials as presented, John Rutter seconded; the motion passed unanimously.
- IV. Nominating Committee – Mark Kupke, Immediate Past Chairman, proposed retaining Renee Middleton as Chairman and Sandy Newsome as Vice Chairman for 2015. This will be the second consecutive year each will hold their respective positions and neither will be eligible for reelection. John Rutter motioned to approve the nominations as presented, Liisa Anselmi Dalton seconded; motion passed unanimously.
- V. Contracts:
  - A. Approval:
    - i. MMGY GLOBAL, LLC – PHASE 2B – AMENDMENT SEVEN – this Amendment shall add up to \$10,000 so the Contractor can update the current media display functionality for ads to appear on the Wyoming Office of Tourism (WOT) consumer website ([www.wyomingtourism.org](http://www.wyomingtourism.org)) and for consumer data submissions for the Official Travelers Journal (OTJ) and kid's brochure to Salesforce Application Program Interface (API). The total contract amount, including this Amendment shall not exceed \$1,270,282 and is set to expire June 30, 2015. Clay Miller motioned to approve this Amendment as presented, Jim Waldrop seconded; motion passes unanimously.

- ii. FAHLGREN MORTINE – the Contractor was the successful proposer to the Public and Relations RFP 0022-Z. The Contractor shall provide public relations services for the Wyoming Office of Tourism for an amount not to exceed \$300,000 and is set to expire June 30, 2015. Darren Rudloff motioned to approve this contract as presented, Sandy Newsome seconded; motion passed unanimously.
- iii. BRYAN CONSULTING, LLC – AMENDMENT ONE – this Amendment shall extend the expiration date from December 31, 2014 to December 31, 2015. The original contract allowed the Contractor to manage individual agreements for qualifying rodeo athletes through the PRCA Patch Program for the Wyoming Cowboy Marketing Program (Team Wyoming) for a total contract amount of \$220,000. Clay Miller motioned to accept this Amendment as presented, Mark Kupke seconded; motion passed unanimously.

B. Information Only:

- i. YOUNG STRATEGIES – this contract will allow the Contractor to continue industry co-ops that have been provided by Randall Travel Marketing. Berkeley Young has worked with Randall Travel Marketing for several years and is familiar with the Wyoming tourism industry. Young Strategies will continue to provide training and/or research to LTB's, DMO's, Chambers of Commerce, DVB's, cities and staff around the state either on site or by attending the Wyoming Hospitality and Tourism Conference. This contract shall not exceed \$15,000 and is set to expire June 30, 2016.

VI. Executive Director's Report:

- A. Budget – Executive Director, Diane Shober, reviewed the 2015/2016 Biennium Budget Request. The total Exceptions/Supplemental budget of \$1,388,000 for international expansion and website campaign will be presented to the Joint Appropriation Committee (JAC) for recommendation in December 2014.
- B. Operational Plan/Balanced Scorecard – Diane reported that WOT continues work on the Operational Plan and Balanced Scorecard. The staff will hold further discussion during the Staff Retreat in November and the Board will be kept apprised.
- C. National Finals Rodeo (NFR) – the dates are set for December 4 – 7, 2014 with the Cowboy Breakfast being hosted Friday, December 5<sup>th</sup>.

VII. Director Reports:

- A. Strategic Partnerships – Destination Development Manager, Kristin Phipps, presented a department update to the Board. Efforts of corporate sponsorships continue to move forward; details for a new Customer Service Incentive Program are being ironed out; two FIFI projects are in the works; the Film Office hosted two FAM tours, and sponsored film premieres in Cody for the 2010 and 2012 Wyoming Short Film Contest winners and continue working on film projects; \$240,024.05 was awarded for 17 signage projects; the Consumer Show Incentive Program was launched on July 1<sup>st</sup> to provide matching funds for partner participation in regional consumer trade shows; Greybull will enter the Certified Tourism Community program in 2015 and the town also facilitated lodging tax board training in

partnership with the Wyoming Tourism Industry Coalition (WTIC); WOT continues to partner with State Historic Preservation Office (SHPO), Wind River Visitor Center (WRVC) and the Northern Arapaho and Eastern Shoshone Tribes on tribal tourism related projects focusing on enhanced marketing collateral and signage infrastructure improvements.

- B. Global Sales and Services – Director of Global Sales and Services, James Scoon, shared steps to actively market internationally; reviewed tradeshow scheduled; WOT is looking into the feasibility of an international co-op program to allow communities and businesses to translate their materials into foreign languages. This idea is similar to the current sign grant program. The goal of this effort is to assist possible international visitors in booking Wyoming products, but also assist in producing additional in-language content that would be available on WOT’s website.
  - C. Brand Studio – Director of Brand Strategy, AnnDrea Boe, shared the winter campaign; department goals and objectives, which include an enhanced user experience on the website, creating an emotional message of winter in Wyoming and maintaining a high click-thru-rate (CTR); Neil Mortine and Marty McDonald from Fahlgren Mortine were introduced as members of WOT’s new Public Relations Agency.
- VIII. New Business – there was no new business to report.
- IX. Old Business – there was no old business to report.
- X. Executive Session – Darren Rudloff motioned and Liisa Anselmi-Dalton seconded the Board enter into Executive Session at 11:30 a.m.
- XI. Adjourn – John Rutter motioned to end Executive Session and adjourn the Board meeting, at 12:10 p.m., Darren Rufloff seconded; the motion passed unanimously.