



**Tourism Board of Director's Meeting  
Tuesday, April 21, 2015  
Southeast Wyoming Welcome Center  
Cheyenne, Wyoming**

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

**Staff Members Present:** Diane Shober, Anita Benton, Vicki Morris, Angelina Cisneros, Monica Taylor Lee, Ellen Fischer, Lesley Rowbal, AnnDrea Boe, Michell Howard, Kandi Ames, Darin Lundberg, Chris Mickey, Mike McCrimmon, Amanda Roberts, James Scoon and Colin Stricklin

- I. Renée Middleton called the meeting to order at 3:09 p.m.
- II. The meeting minutes from March 16, 2015 were presented for approval. John Rutter motioned to approve the minutes as presented, Mark Kupke seconded; motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the financials from March 31, 2015. John Rutter motioned to approve the financials as presented, Jim Waldrop seconded; the motion passed unanimously.
- IV. Contracts:
  - A. Approval:

The Film Industry Financial Incentive (FIFI) is due to sunset June 30, 2016. Contractors are normally given two years to complete their projects. Tourism's Attorney General has approved language to be added to all future FIFI contracts regarding the sunset date. The FIFI expansion and renewal bill be discussed further at the Joint Planning Retreat in Riverton, May 6<sup>th</sup> and 7<sup>th</sup>.

- i. Teton Gravity Research – 2015 Ski Film – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Teton Gravity Research and has recommended approval at 15%. The total estimated spending in Wyoming is \$750,000 for a rebate of up to \$112,500. The Contractor is based out of Wilson, Wyoming. This feature length documentary is a follow up of 2014's award winning "Almost Ablaze," and will feature world-class athletes skiing some of the planet's most challenging mountains. Contractor plans to film in multiple locations around the world and plans to shoot in Wyoming for 40 days, or 35% of the total shoot days. Contractor has also agreed to provide behind the scenes footage of the Wyoming portion of the production. The distribution plans include a 120 city film tour, various Video on Demand (VOD) platforms and DVD sales. This contract is set to expire June 30, 2017 and will include the

newly approved sunset language. Jim Waldrop motioned to approve this contract as presented, Zannie Driskill seconded; the motion passed unanimously.

- ii. Gunwerks, LLC – Long Range Pursuit – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Long Range Pursuit and has recommended approval at 15%. The total estimated spending in Wyoming is \$546,250 for a rebate of up to \$81,937.50. The Contractor is based out of Burlington, Wyoming. This feature will emphasize ethical hunting, hunting and shooting tips, techniques and tricks both at the range and in the field. The distribution plan includes Sportsman Channel; Wild TV (Canada) YouTube Channel and Vimeo. This Contract is set to expire June 30, 2017 and will include the newly approved sunset language. Sandy Newsome motioned to approve this contract as presented, Liisa Anselmi Dalton seconded; the motion passed unanimously.
- iii. MMGY Global, LLC – Maintenance – the Contractor shall provide maintenance of the Tourism websites, mobile website and staging environments in addition to the blogs in the amount of \$3,750 per month. This contract shall commence on July 1, 2015 and expire on June 30, 2016. This contract shall not exceed \$45,000. John Rutter motioned to approve this contract as presented, Mark Kupke seconded; the motion passed unanimously.
- iv. MMGY Global, LLC – Dashboard – Contractor shall provide the executive and marketing dashboards which display goals, Key Performance Indicators (KPI's), channels and metrics will be visualized on the dashboard and implement milestones and deliverables for the Dashboard Reporting and Development projects. Contractor will provide a holistic view of the marketing levels and results, comparisons will be provided for the reporting month and year-to-date results as well as year-over-year. This contract shall be paid at the rate of \$2,500 per month. This contract shall commence on July 1, 2015 and expire on June 30, 2016. This contract shall not exceed \$30,000. John Rutter motioned to approve this contract as presented, Mark Kupke seconded, the motion passed unanimously.

B. Information Only:

- i. College Cowboy Marketing Program – Tourism agrees to pay the below state colleges \$10,000 for Operations/Sponsorship of the College Rodeo Program; \$10,000 to support the production of a National Intercollegiate Rodeo Association (NIRA) sanctioned rodeo; and \$7,500 for scholarship opportunities. Each college shall receive a total of \$27,500. These agreements are for the 2015/2016 school year. Each agreement shall commence August 1, 2015 and expire July 31, 2016. The colleges are:
  - Casper College
  - Central Wyoming College
  - Eastern Wyoming College
  - Gillette College
  - Laramie County Community College
  - Northwest College
  - Sheridan College
  - University of Wyoming

- ii. State Parks and Cultural Resources; Division of Wyoming State Parks, Historic Sites and Trails – Curt Gowdy Interpretive Signage – this Amendment Two shall extend the expiration date from June 30, 2015 to June 30, 2016. The original Agreement provided financial support for interpretive signage. Amendment One extended the expiration date from June 30, 2014 to June 30, 2015. The sign has been fabricated and is ready to install; however, the required installation contractors are unable to confirm they will have the sign installed by June 30, 2015, so a date extension is necessary. This Agreement shall not exceed \$14,420.
- iii. Department of State Parks and Cultural Resources Division of Cultural Resources State Historic Preservation Office – Fort Hat Creek Interpretive signage – this Amendment One shall extend the expiration date from June 30, 2015 to June 30, 2016. The original Agreement provided financial support for interpretive signage. The sign has been fabricated and is ready to install; however, the required installation contractors are unable to confirm they will have the sign installed by June 30, 2015, so a date extension is necessary. This Agreement shall not exceed \$2,500.
- iv. Department of State Parks and Cultural Resources Division of Cultural Resources State Historic Preservation Office – Diamond Slim Interpretive Signage – this Amendment One shall extend the expiration date from June 30, 2015 to June 30, 2016. The original Agreement provided financial support for interpretive Signage. This sign has been fabricated and is ready to install; however, the required installation contractors are unable to confirm they will have the sign installed by June 30, 2015, a date extension is necessary. This Agreement shall not exceed \$2,500.

V. Directors' Reports:

- A. Strategic Partnerships – Michell Howard, Director of Strategic Partnerships, reviewed with the Board the primary considerations when vetting a potential sponsorship and the difference between Non-Traditional and Corporate Partnerships. Strategic Partnerships is working on a proactive, strategic approach to build relationships that can grow Wyoming's visitor economy, maximize partnership impact and elevate the Wyoming brand. Tourism is currently in open negotiations with BP for sponsorship of the 2015 Salute to Team Wyoming Breakfast; Sierra Trading Post custom content and social media trade; and Taco Johns partnership with 125<sup>th</sup> anniversary sticker campaign.
- B. Global Sales and Services – James Scoon, Director of Global Sales and Service, reported the RMI RoundUp 2015 was held in Sioux Falls, SD. In attendance were 23 Wyoming suppliers; 34 international operators: 4 from Benelux; 7 from France; 6 from Germany; 8 from Italy; 3 from the U.K.; 3 from Australia; and 3 from the U.S. Driving focus remains with the U.K., Germany, Australia, France, Italy, Scandinavia and Benelux. Two responses were received for the Japanese Tourism Development RFP. A conference call with the Selection Committee will be held next week and a decision will be made soon. Effort to enhance international recognition via Brand USA website is progressing. This effort is made possible with supplemental budget funding. James will provide further information to the Board during the upcoming Joint Planning Retreat in Riverton in May.
- C. Brand Studio – AnnDrea Boe, Director of Brand Strategy, shared the new summer digital creative, new sticker artwork and summer digital and video results with the Board. As of April 14<sup>th</sup> the Click Thru Rate (CTR) and interaction rate are both strong in all markets and the Social CTR is well above travel industry standards. AnnDrea will email her PowerPoint presentation to the Board.

- D. Business Operations – Anita Benton, Director of Business Operations, reported that she was recently in Seattle, Washington to attend a class on the LEAN process. This process has been used by Tourism for the past two years focusing on eliminating waste. Tourism continues to use and perfect LEAN.
- VI. Executive Director Report:
  - A. Retreat Review – The Joint Planning Retreat will be held Wednesday and Thursday, May 6<sup>th</sup> and 7<sup>th</sup> at the Riverton Holiday Inn. Exploring opportunities for long term growth will be the focus. Directors from the Wyoming Office of Tourism, members of the Wyoming Tourism Board, the Executive Board of the Wyoming Lodging Restaurant and Association and officers of the Wyoming Travel Industry Coalition (WTIC) will be in attendance. The group will meet from 1:00 to 5:00 p.m. on Wednesday and from 8:00 a.m. to 12:00 p.m. on Thursday. A more specific agenda will be emailed to everyone.
- VII. New Business:
  - A. Chromebox Demonstration – Interactive Marketing Manager, Darin Lundberg, reviewed the process of Chrombox. Diane Shober would like to explore the possibility of using Chrombox for future Board meetings to offer personalized conference calls and save on the expense of conference lines.
- VIII. Old Business – there was no old business to report.
- IX. Public Comments – there were no public comments.
- X. Executive Session – there was no need for an Executive Session this meeting.
- XI. Adjourn – Zannie Driskill motioned and Mark Kupke seconded that the Board meeting adjourn at 5:02 p.m.