



Tourism Board of Directors Conference Call
March 16, 2015
3:00 p.m.

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

Tourism Board Absent: Renée Middleton and Zannie Driskill

Staff Members Present: Diane Shober, Anita Benton, Vicki Morris, Amanda Roberts, AnnDrea Boe and Kaitlyn Anderson

I. Vice Chairman, Sandy Newsome, called the meeting to order at 3:03 p.m.

Sandy welcomed new Board member Mandy Moody Phillips. Mandy represents District 3, which covers Crook, Weston, Campbell, Johnson and Sheridan counties. Mandy replaces Clay Miller, whose term expired on February 28, 2015.

II. The meeting minutes from February 8, 2015 were presented for approval. Liisa Anselmi Dalton motioned to approve the minutes as presented, John Rutter seconded; motion passed unanimously.

III. Anita Benton, Director of Business Operations, reviewed the financials as of February 28, 2015. John Rutter motioned to approve the financials as presented, Mark Kupke seconded; the motion passed unanimously.

IV. Contracts:

A. Board Approval:

- i. Barnhart, Inc. – Amendment One – shall add \$12,000 to the existing contract and extend the expiration date until December 31, 2015. The additional funds will allow the Contractor to assist Tourism in seeking corporate and non-traditional partnerships that can grow Wyoming’s visitor economy, maximize partnership impact and elevate the Wyoming brand. This contract, including Amendment One, shall not exceed \$8,144,625. Jim Waldrop motioned to approve this contract as presented, John Rutter seconded; the motion passed unanimously.
- ii. MMGY Global, LLC – Amendment Eight – this Amendment shall add \$100,000 to the existing Phase 2B contract for the purpose of completing and enhancing the original

scope of work. Contractor shall provide Search Engine Optimization (SEO) updates and redirect landing pages for Tourism websites. Contractor shall provide updates in Umbraco and Industry Content Management System (CMS) to allow for video functionality and sorting. This Amendment shall also extend the expiration date from June 30, 2015 to June 30, 2016. Darren Rudloff motioned to approve this contract as presented, Liisa Anselmi Dalton seconded; the motion passed unanimously.

- iii. Miles Media Group, LLLP – OTJ – Contractor shall design, develop and print the 2016 *Official Travelers Journal* (OTJ). This work will include the layout of the OTJ, writing and curation of content pieces, images and ads throughout as well as research, sales and advertising. This contract shall not exceed \$118,000 and is set to expire January 31, 2017. Mark Kupke motioned to approve this contract as presented, Jim Waldrop seconded; the motion passed unanimously.
- iv. Miles Media Group, LLP – Fulfillment – Contractor shall provide fulfillment services of the most recent OTJ, including packaging, postage, date management, delivery, storage and reporting. Contractor shall handle the distribution of the OTJ where consumers can pick up an OTJ at various strategic locations throughout the state. This contract shall not exceed \$69,000 and is set to expire June 30, 2016. John Rutter motioned to approve this contract as presented, Mark Kupke seconded; the motion passed unanimously.

B. Information Only:

College Rodeo Program – these seven amendments shall add \$7,500 to each college contract listed below for scholarships based upon financial need and academic achievement. The original contracts allow for \$20,000 each for Operations/Sponsorship of the College Rodeo Program and the production of a National Intercollegiate Rodeo Association (NIRA) sanctioned rodeo. The total contract for each college, including this Amendment One shall not exceed \$27,500 and shall expire on July 31, 2015. The colleges are:

- Casper College
- Central Wyoming College
- Eastern Wyoming College
- Gillette College
- Laramie County Community College
- Northwest College
- Sheridan College
- University of Wyoming

V. Executive Director Report:

- A. Budget Update – Diane Shober reported that the Supplemental Budget bill has been signed. Included is \$40,000 for International Development and \$588,000 for Website Redesign. The \$40,000 is included in Tranche 1 (funds available upon Governor’s signature to budget bill – approximately mid-March 2015). The \$588,000 is included in Tranche 2 (based on FY15 end

- of year state revenues). As directed during the February 2015 Tourism Board meeting, staff has set aside a contingent funding plan for the website design should the FY15 end of year funds not be made available. Therefore, there is no implication on moving forward with the website redesign Request for Proposal (RFP). Motion was made by Jim Waldrop to move forward with issuing the Website RFP, Mark Kupke seconded; the motion passed unanimously.
- B. Joint Planning Retreat – the retreat has been narrowed down to May 5th and 6th or May 11th and 12th at a place to be determined. Diane requested the Board hold the dates on their calendars and an email will be sent with the finalized dates. The retreat will entail budget and legislative session discussion, Film Industry Financial Incentive (FIFI), next biennium budget and next steps for Global Sales and Services. The Executive Committee of Wyoming Lodging and Restaurant Association (WLRA) and the officers of Wyoming Travel Industry Coalition (WTIC) will also be in attendance.
 - C. Initiative Update – Michell Howard, Director of Strategic Partnerships, has issued a renewal to BP America as a sponsor for the Cowboy Breakfast, which is hosted during the Wrangler National Finals Rodeo (WNFR) in Las Vegas in December of each year. Fahlgren Mortine is setting up conversations with other companies for sponsorship. Further discussion of this will take place at the April 2015 Board meeting. Strategic Partnerships is also in conversations for a marketing partnership with Sierra Trading Post. The Board requested further discussion on Strategic Partnership and the possible consideration for Wyoming small businesses. It was agreed this would be addressed at the April Board meeting.

VI. New Business:

- A. The April 2015 Board meeting will be changed from a conference call on April 20th to an in-person meeting at the SEWWC on Tuesday, April 21st at 3:00 p.m. This will be held in conjunction with the Advertising RFP Oral Presentations. The RFP closes tomorrow, March 17th at 2:00 p.m.
- B. Diane reported that she was recently in Seattle and attended great public relations meetings. Diane will attend the New York media blitz, which is scheduled later this week where more great meetings have been arranged.

VII. Old Business:

- A. Mark Kupke reported that the Florida Circuit Court ruled to shut down the H2A and H2B Visas. This will impact summertime employment for many employers and employees. Wyoming's elected officials are working to resolve this issue.

VIII. Public Comments – there were no public comments.

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

X. Adjourn – Darren Rudloff motioned and John Rutter seconded that the Board meeting adjourn at 4:02 p.m.