



**Tourism Board of Director's Conference Call
Wednesday, May 14, 2014
9:00 a.m.**

Tourism Board Members Present: Renée Middleton, Sandy Newsome, Mark Kupke, Zannie Driskill, Clay Miller, Darren Rudloff and John Rutter

Tourism Board Members Absent: Liisa Anselmi Dalton, Jim Waldrop

Tourism Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Kaitlyn Anderson, Darin Lundberg, Colin Stricklin, Chris Mickey, Lesley Rowbal and Vicki Morris

- I. Chairman, Renée Middleton, called the meeting to order at 9:07 a.m. and asked members of the Board for regional updates:
 - i. Darren Rudloff – District 1 – all indicators are looking towards a strong summer; lodging tax collection is up 18%; two new hotels have opened and the possibility of three more to open in 2015.
 - ii. Mark Kupke – District 2 – business is holding steady; the Covered Wagon Motel is adding a kitchen and will offer a breakfast and a late dinner option due to most local businesses closing early; Lusk is planning to rebuild the pizza place that was recently destroyed by fire.
 - iii. Clay Miller – District 3 – Paradise Guest Ranch is starting a zoo with lambs for children's enjoyment and Longmire events are being offered with a portion of the trail ride fees going to a local charity.
 - iv. Sandy Newsome – District 5 – Spring Into Yellowstone Wildlife Tours are being offered by the Cody Chamber of Commerce and have been well received by guests.
 - v. John Rutter – District 6 – in-town traffic has picked up with the rising temps; RV crowds are enjoying an active wildlife; most of Grand Teton National Park is open and up and running.
 - vi. Zannie Driskill – At Large – Devils Tower KOA opens on June 6th and reservations are up over last year.

- II. The meeting minutes from April 21, 2014 were presented for approval. Mark Kupke motioned to approve the minutes as presented, Sandy Newsome 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. Barnhart, Inc. – Amendment One - this Amendment shall add \$220,000 to the existing contract for implementation of additional advertising and associated services, as approved by Tourism, to assist with bringing out-of-state visitors to Wyoming and to extend the contract expiration date until December 31, 2014. The original contract allowed the Contractor to provide marketing, advertising, promotion and execution services for Tourism for a total contract amount of \$7,522,625. The total cost of this contract, including this Amendment One shall not exceed \$7,742,625. Motion was made by Clay Miller to accept this Amendment as presented, Zannie Driskill seconded; the motion passed unanimously.
- ii. MMGY Global, LLC – Phase 2B – Amendment Six – this Amendment shall add \$60,415 so the Contractor can provide further development of the GAP Analysis, which include: research; Ad Effectiveness and Web ROI implementation on website; Partner Fulfillment Leads Advertising; Official Travelers Journal (OTJ) export tool; share functionality; listing randomization; sweepstakes tool; updated GOMS data export; and additional three months of GOMS Maintenance. The total contract amount, including this Amendment Six, shall not exceed \$1,260,282 and is set to expire June 30, 2015. Motion was made by John Rutter to accept this Amendment as presented, Sandy Newsome seconded; the motion passed unanimously.
- iii. Real America Marketing, d.b.a. Rocky Mountain International – the purpose of this contract is to increase the State of Wyoming revenues through promotion and development of group travel, pre-package tours, convention and incentive tours, promotion and publicity in Western Europe: specifically the German market (Germany, Switzerland, Austria); the UK market (England, Wales, Scotland, Northern Ireland and the Republic of Ireland); the French market; the Benelux market (Belgium, the Netherlands, Luxembourg); and the Italian market; Scandinavia and Australia. This contract shall not exceed \$310,602, is set to commence on July 1, 2014 and expire June 30, 2015. Motion was made by Clay Miller to accept the contract as presented, Mark Kupke seconded; the motion passed unanimously.

B. Information Only:

- i. Reel-Scout, Inc. – the purpose of this contract is for the Contractor to manage and host a website featuring Wyoming film locations. The Contractor built this software specifically for the Wyoming film Office to assist interested film companies locate areas for possible filming in the State of Wyoming. This is a three year contract paid at the rate of \$11,880 per year for a total contract amount not to exceed \$35,640 and is set to expire June 30, 2017.
- ii. Charles Craighead – this contract is the result of the 2014 Wyoming Short Film Contest. Qualifying short film entries are required to take place in Wyoming,

feature Wyoming, or present Wyoming as a major character in the storyline. The contest awards the winning filmmaker \$25,000. The Contractor, as the winner of the contest, must use the prize money to film their next project in Wyoming. This contract shall not exceed \$25,000 and is set to expire June 30, 2016.

- iii. National Geographic Society d.b.a. National Geographic Maps – the purpose of this contract is for the Contractor to design a new integrated website based on a reprioritization of existing content and a streamline interactive map service with redesigned content categories and symbol display. This contract shall not exceed \$7,500 and is set to expire June 30, 2015.

V. Executive Director Report:

- A. Budget Retreat – Casper – June 2-3, 2014 – reservations are being finalized for the retreat and will be emailed to everyone within the couple of days. The Supplemental Budget Request is the focus of the meeting, which will include website development, IT needs and international development.
- B. Travel Recreation Wildlife and Cultural Resources (TRW&CR) Committee Meeting – Diane reported that she recently testified before the committee regarding effectiveness of advertising. AnnDrea Boe, Director of Brand Strategy and Kristin Phipps, Destination Development Manager, were also in attendance. The conversation was well received and Tourism will again join the TRW&CR in Thermopolis in early August.
- C. Lodging – Diane reported that the outlook for summer remains strong. Every region is reporting optimistic outlooks. 2013 ended on a high note and 2014 is looking stronger. Business referrals from the Tourism website are up 83% from this time last year

VI. Public Comments – there were no public comments.

VII. Old Business:

- A. Anita reminded Board members that any receipts for reimbursement need to be given to herself or Vicki Morris as soon as possible for payment prior to the end of June.
- B. Clay Miller asked about the Travel Zoo co-op. Clay added that the co-op had tremendous success last year and asked if the co-op would be looked at again.

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

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

X. Adjourn – Darren Rudloff motioned to adjourn the meeting at 10:10 a.m. John Rutter seconded; the motion passed unanimously.