



**Tourism Board of Director's Meeting
Thursday, May 7, 2015
Holiday Inn Riverton
Riverton, Wyoming**

Tourism Board Members Present: Sandy Newsome, Liisa Anselmi Dalton, Zannie Driskill, Mandy Moody Phillips, John Rutter and Jim Waldrop

Tourism Board Member Absent: Renée Middleton, Mark Kupke and Darren Rudloff

Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Michell Howard and James Scoon

- I. Sandy Newsome called the meeting to order at 10:05 a.m.
- II. The meeting minutes from April 21, 2015 were presented for approval. John Rutter noted that Mandy Moody Phillips was originally marked absent on the April Minutes; however, Mandy joined the meeting via conference call. The correction was noted and John Rutter motioned to approve the minutes as corrected, Zannie Driskill seconded; motion passed unanimously.
- III. Contracts:
 - A. Approval:
 - i. 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. If approved, this contract shall not exceed \$319,778, shall commence on July 1, 2015 and expire June 30, 2016. This contract is a 5% increase over last year. Jim Waldrop motioned to approve this contract as presented, Liisa Anselmi Dalton seconded; the motion passed unanimously.
 - ii. FIELDSTAR INTERNATIONAL, LLC - Contractor is the Successful Proposer to the Japanese Tourism Development RFP 0297-Z. The Contractor shall provide Japanese Tourism Development for Tourism. If approved, this contract shall not exceed \$100,000, shall commence July 1, 2015 and expire June 30, 2016. This contract is an increase of \$22,105.08 since the last contract negotiation, which was April 2011. Zannie Driskill motioned to approve this contract as presented, John Rutter seconded; the motion passed unanimously.
 - B. Information Only:
 - i. JACOB RYAN HAMILTON (JUMPSHOT THE MOVIE, LP) – This contract is the result of the 2015 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, 2017.

- ii. WYOMING PRESS ASSOCIATION – This contract allows the Contractor to run statewide newspaper advertising for Tourism’s “Another Wyoming Weekend” promotion. This contract shall commence July 1, 2015 and expire June 30, 2016 and shall not exceed \$24,217.92. This is a \$30.96 increase over this year’s contract.
- iii. COWBOY STATE NEWS NETWORK – This contract allows the Contractor to run statewide radio advertising for Tourism’s “Another Wyoming Weekend” promotion. This contract shall commence on July 1, 2015 and expire on June 30, 2016 and shall not exceed \$15,000. This amount is the same as this year.

IV. Executive Director Report:

- A. ADVERTISING AGENCY UPDATE – Diane Shoher reviewed the feedback from for oral presentations for the Advertising RFP. Contractor, George Zimmerman provided assistance and guidance from beginning to end in this process. The company with the most points was BVK. Motion was made by Zannie Driskill and seconded by Liisa Anselmi Dalton to enter into contract negotiations with BVK as the Successful Proposer to RFP 0256Z; the motion passed unanimously. Diane will continue to keep the Board apprised of each step of this process.

V. New Business:

- A. There will not be a Board conference call on May 18, 2015. The next conference call is schedule for June 15, 2015.

VI. Old Business – there was no old business to report.

VII. Public Comments – there were no public comments.

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

IX. Adjourn – Jim Waldrop motioned and Liisa Anselmi Dalton seconded that the Board meeting adjourn at 10:35 a.m.