



**Wyoming Tourism Board Conference Call
Monday, September 15, 2014
3:00 p.m.**

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

Tourism Board Member Absent: Clay Miller

Tourism Staff Members Present: Diane Shober, Kaitlyn Anderson, Anita Benton, Chris Mickey, Vicki Morris and Lesley Rowbal

- I. Chairman, Renée Middleton, called the meeting to order at 3:00 p.m. Executive Director, Diane Shober, requested a contract addition be added to the Agenda. Chairman, Renée Middleton, approve to add a Letter of Agreement (LOA) with Brand USA in the amount of \$125,000.
- II. The meeting minutes from July 14, 2014 were presented for approval. Zannie Driskill motioned to approve the minutes as presented, John Rutter seconded; the motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the budget summary year-to-date as of August 31, 2014. John Rutter motioned to approve the financials as presented, Mark Kupke seconded; the motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. Miles Media Group, LLLP – Amendment One – this Amendment shall add \$3,125 to the existing contract so the Contractor can create a responsive design for Tourism’s current eNewsletter. As smart phone technology becomes ubiquitous, it is more crucial than ever to deliver mobile friendly marketing messages so the subscribers can engage in email messages wherever and whenever they choose. Creating a responsive design will increase overall rates and click-throughs by serving readers with eNewsletters that react to the size and scale of various devices. This design will adapt what is already working for the desktop email template to work on smaller screens. The original contract allowed the Contractor to assist Tourism with Email marketing; Content Development and fulfillment for a total contract amount of \$141,999.96. This contract, including Amendment One shall not exceed \$145,124.96 and is set to expire June 30, 2015. Mark Kupke motioned to approve this Amendment as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.
 - ii. Wyoming Business Council (WBC) - this Interagency Agreement is the result of existing services between the WBC, Salesforce and Eightcloud, Inc. The WBC has existing contracts with Salesforce and Eightcloud, Inc., by combining the service agreements both Tourism and WBC will benefit from a reduced cost. The WBC will amend their Salesforce contract to include an additional 25 Salesforce licenses for an amount of

\$28,531.25 and Premium Salesforce Support for an amount of \$14,129.72. WBC will also amend their existing contract with Eightcloud, Inc. for Managed Services for Tourism for an amount of \$21,600. The total amount of the Interagency Agreements between WBC and Tourism for the above services shall not exceed \$64,260.97; \$42,660.97 for the Agreement for Salesforce and \$21,600 for the Agreement with Eightcloud. These Agreements shall commence upon the date the last signature is received and shall expire on June 29, 2015. Motion was made by Zannie Driskill to accept this contract as presented, Mark Kupke seconded; the motion passed unanimously.

- iii. MMGY Global, LLC – Amendment One – Hosting - this amendment shall extend the existing Hosting contract expiration date from November 30, 2014 until June 30, 2016. This contract is for hosting services for the Tourism websites. The original contract was approved by the Tourism Board on October 3, 2013 and the contract was finalized on March 8, 2014. However, the contract has been on hold until the website is converted to Umbraco. The total contact is \$6,781.92. Due to the number of contracts Tourism has with this Contractor WOT asked for a vote from the Board. Motion was made by Liisa Anselmi Dalton to accept this Amendment as presented, Mark Kupke seconded; the motion passed unanimously.
 - iv. Brand USA – this Letter of Agreement is specifically geared for WOT projects. AnnDrea Boe, Director of Brand Strategy and James Scoon, Director of Global Sales and Service, traveled to Washington, DC in June to understand the projects. This LOA shall not exceed \$125,000 and is set to expire September 30, 2015. Motion was made by Darren Rudloff to accept this LOA as presented, John Rutter seconded; the motion passed unanimously.
- B. Information Only:
- i. Eightcloud, Inc. - the purpose of this contract is for the implementation of Tourism’s Salesforce Customer Relationship Management (CRM) service, including design, building workflows and developing dashboard reports specific to Tourism’s needs. This contract shall not exceed \$27,000 and is set to expire December 31, 2014.
 - ii. College Cowboy Marketing Program Interagency Agreements - Tourism agrees to pay the below state colleges \$10,000 for Operations/Sponsorship of the College Rodeo Program and \$10,000 to support the production of a National Intercollegiate Rodeo Association (NIRA) sanctioned rodeo. Each college shall receive \$20,000 and each agreement shall expire 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

iii. Deedra (DeeDee) Smidt – Amendment Two - this Amendment shall extend the expiration date until January 31, 2015 and to change the Contractor’s name from Dee Dee Smidt to Deedra Smidt, which is the Contractor’s legal name. The original contract allowed the Contractor to provide support services to Tourism as a Familiarization (FAM) Tour Coordinator for a total amount of \$11,210. Amendment One Added \$6,210 and extended the term of the contract to October 31, 2014. The total contract, including Amendment One and this Amendment Two shall not exceed \$17,420 and shall expire January 31, 2015.

V. Executive Director’s Report:

- A. Budget Update – Diane Shober and Anita Benton will present the WOT supplemental budget to Governor Mead on September 29th. Darren Rudloff will attend on behalf of the Board. Diane will give an update to the Board at the October 7th Board meeting in Gillette.
- B. Strategic/Operational Plan Evolution – Diane Shober reported the WOT staff went through exercises to implement strategic imperatives during the organizational development in 2013. The Balanced Scorecard is nearly complete and teams have been coordinated. Four teams will meet over the next six weeks, then each team will present at the Staff Retreat November 12-13, 2014. Diane will keep the Board apprised of the progress of the project.
- C. Fall Summit – the Fall Summit is set for October 7th and 8th in Gillette. The WOT Board meeting will be Tuesday, October 7th from 8:30 – 11:00 a.m. at the Clarion Inn. The meeting will cover the Balanced Score Card, Board Nomination Committee, Director updates and an Executive Director update. Vicki Morris is working to secure rooms at the Clarion Inn for the Board and staff and will follow up with confirmation numbers for everyone via email.

VI. Nominating Committee – Immediate Past Chairman, Mark Kupke, addressed the Board regarding the 2015 Board Committee. Darren Rudloff and Mark Kupke consisted of this year’s committee. The Board is structured for one year terms for the Chairman and Vice Chairman positions with a max of two term limits. Mark asked that suggestions for these positions be submitted to him or Darren prior to the October meeting. Mark added that Chairman, Renee Middleton and Vice Chairman, Sandy Newsome are both interested in serving a second term for their respective positions. The Immediate Past Chairman always chairs the Nominating Committee.

VII. New Business:

- A. RFP 0022-Z – Chris Mickey, Media and Public Relations Manager, updated the Board on the progress of this RFP. Eight written proposals were submitted and three companies were selected to proceed to the Oral Presentation Phase, which will be held tomorrow at Little America Hotel and Resort in Cheyenne. The Board will be kept apprised on the successful proposer and updated during the October meeting.

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

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

- X. Adjourn – Darren Rudloff motioned to adjourn at 3:47 p.m., John Rutter seconded; the motion passed unanimously.