



**Tourism Board of Director's Meeting
Little America Hotel and Resort
Cheyenne, Wyoming
Sunday, February 10, 2013
1:00 p.m.**

Tourism Board Members Present: Mark Kupke, Renée Middleton, Clay Miller, Dave Hanks, Kari Cooper, Zannie Driskill, Bruce Grosbety, Sandy Newsome and Darren Rudloff

Tourism Staff Members Present: Diane Shober, Curtis Lund, Darren Lundberg, Lori Hogan, Kristin Phipps, Rita Greene Bellardo, Lesley Rowbal, Shannon Stanfill, Mike McCrimmon and Vicki Morris

Public Present: Bill Schumacher, Lynda Pfaff and Christine Berwyn, Barnhart, Inc.; Emily Armin and Katelyn Stone, MMGY Global, Inc.; Senator Ogden Driskill, Wyoming State Senator; Jan Brown, Greater Yellowstone Geotourism Committee; Denise Miller, Strategic Marketing and Research, Inc.

- I. Chairman, Mark Kupke, called the meeting to order at 1:07 p.m. Mark thanked Kari Cooper and Dave Hanks for their commitment and dedication during their terms. Both Kari and Dave have worked effortlessly for the betterment of tourism throughout the state and although they will depart the Board when their terms expire at the end of February, their knowledge and expertise will always be relied upon by the Wyoming Office of Tourism and the industry.
- II. The meeting minutes from January 9, 2013 were presented for approval. Clay Miller motioned to approve the minutes as presented, Renée Middleton seconded; the motion passed unanimously.
- III. The Board was presented with an up-to-date financial summary for the FY13 biennium. Tourism is currently at the half way mark through FY13 and right on track for spending. Clay Miller asked if any of the 100 series (salaries) money could be reverted to another line item since there will be a savings with Chuck Coon's departure. Diane replied the money isn't able to be moved and added that the Wyoming Office of Tourism (WOT) has hired Dee Dee Smidt as a seasonal employee to assist with summer familiarization (FAM) tours and her salary will be paid from the 100 series.

IV. Contracts:

A. Action Required:

- i. Miles Media Group, LLLP – this contract will allow the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2014 Wyoming *Official Travelers Journal* (OTJ) and advertising sales associated with the OTJ, website, e-newsletter, fulfillment leads and branded envelope for a total contract amount to not exceed \$118,000 and an expiration date of January 31, 2015. This extended expiration date will allow the publication to be in the marketplace for one year and for the Contractor to provide the associated research for 2014. Motion was made by Renée Middleton to accept this amendment as presented, Bruce Grosbety seconded; the motion passed unanimously.

B. Information Only:

- i. Coraggio Group – the Contractor is the successful proposer of RFP 0217-W, Organizational Restructuring. The Contractor shall evaluate and make recommendations to the Wyoming Office of Tourism in order to optimize the workforce with business goals and design and align structures, processes, leadership, culture and metrics within the organization to maximize on the human capital for maximum output. The total contract amount shall not exceed \$24,700 and is set to expire December 31, 2013. Due to the nature of this contract Diane requested Board approval. Motion was made by Sandy Newsome to approve this contract as presented, Dave Hanks seconded; the motion passed unanimously.
- ii. Chuck Coon – the purpose of this contract is for the Contractor to cover the media components of the Cowboy Marketing Program, edit the Team Wyoming video for the Cowboy Breakfast during the 2013 National Finals Rodeo; write, produce and edit the Tourism Year In Review for the Legislative Reception at the 2013 Governor’s Conference on Hospitality and Tourism; and complete two pending FAM tours for a total contract amount of \$16,500 and shall expire December 31, 2013. Motion was made by Clay Miller to approve this contract as presented, Dave Hanks seconded; the motion passed unanimously.

V. Director’s Report:

- A. Year End Budget Projections – Business Manager, Anita Benton has met with each WOT manager to determine savings and cuts from individual budgets. The estimated total income from all budgets is \$265,900. Proposed projects with the estimated savings include: Brand USA FAM Tour, Winter Aerial footage and Game and Fish Research for a total of \$45,000. The projected income minus the special projects will leave a balance of \$220,900. Diane would like to utilize \$150,000 of the balance and add it to the existing Barnhart contract to enhance advertising in core markets. Motion was made by Renée Middleton to approve a \$150,000 amendment to the existing Barnhart, Inc. contract, Clay Miller seconded; the motion passed unanimously. Diane will keep the Board apprised on the budget.
- B. Winter Campaign Final Results – the winter advertising period ends at the end of February and overall numbers look promising with “Actuals” surpassing “Goals.”
- C. Summer Ads – Creative Changes – Diane reviewed Spring/Summer campaign goals, previewed creative changes to the three television ads using Robert Duval’s voiceover. In addition, Out of Home (OOH) creative for both core and adjacent markets were previewed. Feedback was provided and edited versions will be presented to staff. The website

contractor, MMGY Global, is currently working on an interactive map route to operate as the base for the Adjacent Market Campaign. As part of the Adjacent Market Campaign, Wyoming icon stickers will be distributed at Welcome Centers.

VI. Manager and Staff Reports:

- A. Kristin Phipps, Senior Industry Services Specialist reported that Tourism allocated \$213,979 in sign grant projects last year and will offer an additional \$86,021 this spring. Improved matching requirements will be consistent across all categories for an easier application process and administration. Tourism assessments have been conducted for Lovell, Wheatland, Kaycee, Story, Thayne and Fort Laramie. Tourism has been working closer with the Main Street office to offer benefits for participating communities. Communities that participate in this program will benefit from a certain amount of allocated “technical assistance dollars” for each tier of participation, consistent with current Main Street benefits and can be used as matching grant money. Kristin will attend the annual Main Street conference this April. The first round of the Business Ready Community Planning Grants has been reviewed and Goshen County and the town of Guernsey are being recommended for \$25,000 grants each. The Board will be asked to approve these grants in March. A Memorandum of Understanding (MOU) is currently in the works for state involvement in the Greater Yellowstone Geotourism Council to support Geotourism initiatives throughout the region and development of a tri-state steering committee to explore a Geotourism Co-op.
- B. Rita Greene Bellardo, Manager, Travel Trade Marketing updated the Board on recent and upcoming travel shows and international FAM tours and showed examples of international advertising. President and CEO of Rocky Mountain International (RMI), C. J. Box, retired December 1, 2012 and has sold a portion of the company to Mathias Jung. Mathias and Laurie Box are current partners in the business. Tourism continues to work with RMI for consistent branding of Wyoming. Rita’s department is currently working on the Brand USA International FAM tour.
- C. Lori Hogan, Senior Communications Specialist reported that the Media/Public Relations hosted 92 journalists, visiting 23 Wyoming communities in 2012. Lori thanked the industry for making it happen. Media/Public Relations will slightly revamp the Board report. Mike McCrimmon, Videographer, shared the features of the newly added Media Asset Management System, so members of the media can access media clips with ease. The user will have to obtain permission from WOT’s Videographer for use; however, there won’t be a cost unless the clips are used in commercials. Information and directions on how to use the site will be posted on the Tourism industry website.
- D. Curtis Lund, Online Product Manager reported that MMGY Global is the current contractor for the website and they are taking Tourism to the next level. Darren Lundberg, Senior Digital Specialist has created new landing pages to assist the consumer while navigating through the website. Tourism and MMGY Global are in the process of Phase 2B Enhancements, which included the mobile version of the website.
- E. Lesley Rowbal Marketing Specialist reported that in May 2012 the marketing department went through a social media audit with Convince and Convert and hired them in September 2012 for ongoing social media support. A Facebook wildlife photo contest was conducted in September 2012 and had 65 entries during the two week contest. October 2012 began social media tracking with Radian 6 revealing that Facebook was the 3rd leading site referral to WOT’s website in 2012.

- F. Shannon Stanfill, Visitor Services Manager would like 2013 be a proactive year with plenty of new ideas. A new Visitor Services Plan is in the works focusing efforts on high value tasks. Shannon would like to connect with visitor centers around the state and asked the Board for feedback on the community level as to service concerns in their local community.

VII. Public Comments:

- A. Greater Yellowstone Geotourism Committee Update – Jan Brown, Executive Director of the Yellowstone Business Partnership (YBP), presented on important program updates that YBP is working on in partnership with the Greater Yellowstone Geotourism Committee for the Greater Yellowstone Region. YBP has been awarded \$145,155 by the Wyoming Department of Transportation (WYDOT) to continue a third year of the Linx Yellowstone Bus pilot demonstration. YBP has also been awarded \$113,000 in National Scenic Byway funding to begin research for a “Buses for Byways” program that would provide transportation throughout the region. Jan also provided an overview of the Uncommon Sense sustainability certification program for businesses interested in focusing on sustainable business practices. Wyoming graduates of the UnCommon Sense program include: Four Seasons Resort Jackson Hole, Grand Targhee Resort, Alltrips, National Outdoor Leadership School (NOLS), Buffalo Bill Historical Center and KOA International. In 2013, YBP in coordination with the Greater Yellowstone Geotourism Council will be exploring the feasibility of a Geotourism Co-Op program for the region to address pressing needs of administration, coordination, group purchasing, seasonal employee pool and geotourism related research.

- VIII. Old Business – the Board reviewed a calendar of 2013 meetings and conference calls. Arrangements are being made for the May Board Retreat, kick off to National Tourism Week and dedication to Matt Driskill at the NE Welcome Center. Vicki Morris is working out the details and will keep the Board apprised.

- IX. New Business – there was no new business to report.

- X. Executive Session – Dave Hanks motioned and Bruce Grosbety seconded the Board enter into Executive Session at 4:43 p.m.

When the meeting resumed at 5:15 p.m. Renee Middleton motioned and Sandy Newsome seconded to approve the Wyoming Office of Tourism Performance Audit as presented during the Executive Session; the motion passed unanimously.

- XI. Adjourn – Dave Hanks motioned and Clay Miller seconded the Board meeting adjourn at 5:20 p.m.; the motion passed unanimously.