



**Tourism Board of Director's Meeting  
Southeast Welcome Center  
Wednesday, January 9, 2013  
10:45 a.m.**

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

**Tourism Staff Members Present:** Diane Shober, Anita Benton, Alan Dubberley, Michell Howard and Vicki Morris

**Public Present:** Chris Brown, Wyoming Travel Industry Coalition (WTIC)

- I. Chairman, Mark Kupke, called the meeting to order at 10:50 a.m.
- II. The meeting minutes from December 17, 2012 were presented for approval. Dave Hanks motioned to approve the minutes as presented, Darren Rudloff seconded, all in favor; passed.
- III. The Board was presented with an up-to-date financial summary for the FY13 biennium. As of December 31, 2012 Tourism is 50% through budget and right on track for spending. Clay Miller commented the advertising budget seemed low, however, assumed a big chunk was spent in the spring. Diane confirmed that was correct and the agency's fees are expended monthly.
- IV. Contracts:
  - A. Action Required:
    - i. MMGY Global, Inc. – Amendment One – this amendment shall add \$48,250 to the existing Development Phase 2B contract so the Contractor can enhance the existing mapping on the main website as well as tablet and mobile versions. New functionality will include administrative capabilities for future edits by staff, enhanced look and feel and route development to support ad campaigns, enhanced search and filtering and social integration. The original contract allowed the Contractor to conduct Phase 2B of the Tourism website redesign and related back end programming support. The Board approved Amendment One for \$5,200 during the December meeting. However, the original contract hasn't completed the approval process through the OCIO and Attorney Generals' offices; therefore, the amendment for \$5,200 hasn't been written. Once the original contract is approved, Amendment One will be written, which will include the \$5,200 and \$48,250 for a total of \$53,450. This contract, including this amendment shall

not exceed \$253,625 and is set to expire December 31, 2013. Motion was made by Kari Cooper to accept this amendment as presented, Renée Middleton seconded; the motion passed unanimously.

- ii. Teton Gravity Research – the Wyoming Film Industry Financial Incentive (FIFI) committee has reviewed the application from Teton Gravity Research and has recommended approval at 13% rebate since not all of the filming will be done in Wyoming. The total estimated spending is \$654,151, including post-production, for a total rebate of up to \$85,040. Teton Gravity Research is based out of Teton Village. The 2013 Ski Movie (release title to be confirmed) will use state of the art camera equipment and years of production experience to make this one of the best productions. Filming locations are Austria, Canada, Alaska and Wyoming (25% of the overall film location). Distribution plans include a TGR Film tour that has showings in over 107 venues throughout US, Canada, Europe and Australia to over half a million people, as well as content featured on NBC World of Adventure Sports, Fuel TV, Showtime, RSN and other television networks. If approved, this contract shall expire June 30, 2014. Motion was made by Clay Miller to accept this contract as presented, Sandy Newsome seconded; the motion passed unanimously.
- iii. Intrepid Outdoors – the Wyoming Film Industry Financial Incentive (FIFI) committee has reviewed the application from Intrepid Outdoors and has recommended approval at 14% rebate based on partial filming in Wyoming. The estimated spending is \$485,000 for the total project for a total rebate of up to \$67,900. Intrepid Outdoors is based out of Cody. The series is an award-winning hunting program focusing on preserving the rights of hunters to access, enjoy and hunt our public lands. The shows are aired on NBC Sports and the Sportsman Channel three times per week for 52 weeks. If approved, this contract shall expire June 30, 2014.

B. Information Only:

- i. Travel Film Productions, LLC – the purpose of this contract is for the Contractor to provide television and social media coverage on a PBS television series called Family Travel with Colleen Kelly. This will include six segments focused on Wyoming tourism and filmed entirely in southeast Wyoming in July 2013. Wyoming Tourism’s partners are Visit Cheyenne, Cheyenne Frontier Days and Albany County Tourism, each contributing \$5,000 towards the contract. The Wyoming Office of Tourism shall contribute \$20,000 to the overall contract. Segments will include Cheyenne Frontier Days and Laramie and Albany County attractions. The total cost of this contract shall not exceed \$35,000 and shall expire June 30, 2014.
- ii. Patrick Mignano – Amendment Two – this amendment shall constitute the second amendment to the contract and shall extend the existing contract until June 30, 2015. The original contract is the result of the Wyoming Short Film Contest with an expiration date of June 30, 2012. The first amendment extended the expiration date until June 30, 2013. The total contract is \$25,000.

V. Director’s Report:

- A. Winter Campaign – Diane reported that the click through and interaction rates have both increased over last year and the Search Engine Marketing (SEM) tool is doing well. The Executive Board Report is being revamped for 2013 to incorporate social media numbers.

Kari Cooper added that Wyoming's tourism industry has stepped up efforts and they are really showing this winter season in Jackson with increased advance bookings for December. Kari added the lodging tax has exceeded budget expectations.

- B. Summer Campaign – Diane reported that Robert Duval is doing voiceover for the upcoming summer campaign television commercials. Consumer testing begins today on those commercials. The Wyoming Office of Tourism (WOT) is exploring opportunities to build spring business but not at the expense of the successful fall business. Money is being shifted to online and SEM from print because it is more measurable.
- C. Staff Update/Organization Review – Diane reviewed with the Board that during the October Board Retreat it was discussed to explore an organizational review. The Request for Proposal (RFP) process for this review has begun. The selection committee will consist of four (4) WOT staff members, one (1) Tourism Board member and one (1) human resources employee. The Board will be kept apprised of the process. With Chuck Coon's departure, Diane met with Chuck Coon, Lori Hogan and Mike McCrimmon and decided a seasonal employee was necessary to manage domestic and international familiarization (FAM) tours. That position has been filled and will run from April 1 through September 30, 2013. WOT will enter into a short contract with Chuck Coon so he can finish two media FAM tours, which are already in the works, as well as some work on the Cowboy Marketing Program.
- D. Legislative Session – Chris Brown, WTIC, updated the Board on efforts his office has made to reach out to members of the Legislature to make sure the Tourism Industry voice is heard. This works year round to make sure members of the Legislature are up to date on issues that concern this industry.
- E. Calendar of 2013 Meetings – A schedule of the 2013 meetings is as follows:
  - i. February 10<sup>th</sup> – 1:00 to 5:00 p.m. Meeting in Cheyenne at Little America Hotel and Resort, in conjunction with the Wyoming Governor's Conference on Hospitality and Tourism;
  - ii. March 18<sup>th</sup> – 3:00 to 5:00 p.m. conference call;
  - iii. April 15<sup>th</sup> – 3:00 to 5:00 p.m. conference call;
  - iv. May 3<sup>rd</sup> – meet in conjunction with the National Tourism Week and dedication to Matt Driskill at the Northeast Welcome Center. Travel date to Hulett is May 2<sup>nd</sup>, meet the morning of May 3<sup>rd</sup>, dedication to Matt the afternoon of May 3<sup>rd</sup> and depart for home afterwards;
  - v. June 17<sup>th</sup> – 3:00 – 5:00 p.m. conference call;
  - vi. July 15<sup>th</sup> – 3:00 – 5:00 p.m. conference call;
  - vii. August 19<sup>th</sup> – 3:00 – 5:00 p.m. conference call. This date subject to change;
  - viii. September – possible retreat at Paradise Guest Ranch. Clay Miller is checking dates;
  - ix. October – meet in conjunction with Fall Summit in Rock Springs, the 1<sup>st</sup> through the 3<sup>rd</sup>. Tourism Board meeting dates TBA;
  - x. November 18<sup>th</sup> – 3:00 – 5:00 p.m. conference call. This date subject to change;
  - xi. December – meeting date will be determined by Joint Appropriation Committee (JAC) meeting.

VI. Manager Report – Wyoming Film Office – Michell Howard, Film Office Manager, gave a brief update on current Film Office events:

- *Django Unchained* is now showing in over 3,000 movie theaters and has grossed over \$106 million to date. European release dates are coming this month. The Film Office is working with Rocky Mountain International (RMI) European representatives for various releases and events to promote the Wyoming connection.

- *Nebraska* is a story about a father and son's road trip, filmed in black and white and scheduled for release later this year. Filming occurred in early December and scenes ranged from the Montana border to The Lake Stop on Lake DeSmet, just north of Buffalo and additional driving scenes filmed from Gillette to the South Dakota border.
  - *Ghost Adventures* filmed on location at the Frontier Prison in the fall of 2012. The show is airing this Friday, January 11<sup>th</sup>, on the Travel Channel.
  - The Film Office is sponsoring a Sundance Film Festival screening next week, titled "*The Spirit of the Pony Express*". This is a documentary which filmed along the trail, including Fort Laramie, Guernsey, Fort Casper, Martin's Cover and South Pass City.
  - The Wyoming Short Film Contest begins January 17, 2013. The grand prize is a \$25,000 contract to support the winner's next Wyoming film project.
  - Colin Stricklin, Film Office Specialist, continues to add potential Wyoming filming locations to the Reel-Scout database. This database allows producers to see what Wyoming has to offer. There are currently 833 locations and Colin's goal is to have 1,000 locations by the end of 2013.
  - The Film Office currently has three scouting trips planned for 2013. One is local and will focus on the Southeast corner of the state. The second trip will center around Pinedale and Gillette for industrial footage and the final trip will concentrate on the Wind River Reservation for tribal locations.
  - A Southeast regional FAM tour is being planned in conjunction with the Cheyenne International Film Festival, to advertise Wyoming locations to Denver area production companies and scouts.
- Kari Cooper asked Michell if there was any continuation of the Longmire production. Michell stated the show was picked up for another season. Mike McCrimmon and Brain Farm, out of Jackson, are working on some additional shots of Wyoming for the production.

VII. Public Comments – there were no public comments.

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

IX. New Business:

- Zannie Driskill stated the Annual Turkey Shoot in Hulett is a success but celebrities are needed for the actual shoot. Zannie requested assistance from anyone with ideas.
- Dave Hanks advised Sweetwater County will host a reception on January 30<sup>th</sup> at the Cheyenne Holiday Inn from 6:00 to 9:00 p.m. for the Legislature.

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

XI. Adjourn – Zannie Driskill motioned and Clay Miller seconded that the Board meeting adjourn at 2:25 p.m.