



Tourism Board of Director's Conference Call
Tuesday, March 25, 2014
3:00 p.m.

Tourism Board Members Present: Renée Middleton, Sandy Newsome, Mark Kupke, Liisa Anselmi-Dalton Clay Miller, Darren Rudloff and John Rutter

Tourism Board Members Absent: Zannie Driskill, Jim Waldrop

Tourism Staff Members Present: Diane Shober, Anita Benton, AnnDrea Boe, Colin Stricklin and Vicki Morris

- I. Chairman, Renée Middleton, called the meeting to order at 3:00 p.m.
- II. The meeting minutes from February 23, 2014 were presented for approval. Liisa Anselmi-Dalton motioned to approve the minutes as presented, Mark Kupke seconded; the motion passed unanimously.
- III. Anita Benton, Director of Business Operations, presented the Board with an up-to-date financial summary. Clay Miller motioned to approve the financials as presented, Mark Kupke seconded; the motion passed unanimously.
- IV. Contracts:
 - A. Approval:
 - i. MMGY Global, LLC – Phase 2B – Amendment Four – this Amendment will add \$36,342 to the existing contract and extend the expiration date until June 30, 2015. The additional monies will allow the Contractor to duplicate the current m.wyomingtourism.org mobile site and rebuild a dedicated mobile site that will display appropriately across the intended mobile devices for an additional amount not to exceed \$31,812.50. In addition, the Contractor will conduct a Gap Analysis between the existing Global Online Management System (GOMS) system and the new Industry Administration and Umbraco system so Tourism can fully understand the functional differences between the two systems for an additional amount not to exceed \$4,520.50. The original contract allowed the Contractor to complete Phase 2B of the Tourism website redesign and related back-end programming support. Included was the GOMS, building out the new industry administrative portal, stand-alone site comps and integration, integrate three blogs into GOMS – Film, Round-Up and Rodeo Hand – snow report feed on home page, enhance events section with calendar view and more intuitive functionality and all associated research necessary

to support all enhancements. The original contract amount was \$200,175. Amendment One to Phase 2B added \$53,450 so the Contractor could enhance the existing mapping on main website and table and mobile versions. Amendment Two added \$476,100 and allowed the Contractor to provide the services necessary to set-up, manage and implement a complete Search Engine Marketing (SEM) campaign and corresponding analysis. Amendment Three added \$3,000 so the Contractor could implement necessary data migration into their system in order to again host the database. The total contract amount, including all amendments shall not exceed \$769,067. Clay Miller motioned to accept this Amendment as presented, Darren Rudloff seconded; the motion passed unanimously.

- ii. Wyoming Department of Transportation (WYDOT) SEWWC – this Memorandum of Understanding (MOU) will define facility, janitorial and grounds responsibilities and funding requirements between WYDOT and the Wyoming Office of Tourism (WOT) for the Southeast Wyoming Welcome Center (SEWWC), located in Laramie County. The Contractor shall be paid \$150,000 per each year of this MOU for a total amount not to exceed \$300,000. This MOU is set to commence July 1, 2014 and expire June 30, 2016. Liisa Anselmi-Dalton motioned to accept this MOU as presented, Darren Rudloff seconded; the motion passed unanimously.
- iii. Wyoming Department of Transportation (WYDOT) NEWWC – this Memorandum of Understanding (MOU) will define facility, janitorial and grounds responsibilities and funding requirements between WYDOT and the Wyoming Office of Tourism (WOT) for the Northeast Wyoming Welcome Center (NEWWC), located in Crook County. The Contractor shall be paid \$150,000 per each year of this MOU for a total amount not to exceed \$300,000. This MOU is set to commence July 1, 2014 and expire June 30, 2016. Liisa Anselmi-Dalton motioned to accept this MOU as presented, Darren Rudloff seconded; the motion passed unanimously.
- iv. Wyoming Business Council (WBC) – this Memorandum of Understanding (MOU) defines the services between the WBC and the Wyoming Office of Tourism (WOT) for two years. The services include Human Resources, IT and Accounting services. Contractor shall be paid \$80,000 per each year of this MOU for a total MOU amount not to exceed \$160,000. This MOU shall commence on July 1, 2014 and expire June 30, 2016. Clay Miller motioned to accept this MOU as presented, Mark Kupke seconded; the motion passed unanimously.
- v. The Coraggio Group, Inc. – Amendment Three – this Amendment shall add \$31,000 to the existing contract so the Contractor can conduct Leadership Team and Executive Director Counsel; Strategic Plan Implementation Guidance and Process Improvement Support and extend the expiration date until June 30, 2016. The original contract allowed the Contractor to evaluate and recommend optimizing workforce with business goals and design and align structures within WOT for a total contract amount of \$29,700. Amendment One added \$80,500 to Tourism could maximize Tourism’s initial endeavor to build a sound organization design expanding the Scope of Work. Amendment Two added \$10,000 to cover rising costs

of travel expenses and change the legal name to the Contractor from Coraggio Group to The Coraggio Group, Inc. The total contract, including all amendments shall not exceed \$151,200. Sandy Newsome motioned to accept this Amendment as presented, John Rutter seconded; the motion passed unanimously.

- vi. Teton Gravity Research – the Film Industry Financial Incentive Committee (FIFI) has reviewed the application from Teton Gravity Research and has recommended approval at 14%. The total estimated spending in Wyoming is \$755,916 for a rebate of up to \$105,828.24. 2014 Ski Film will take the viewer on a journey to the mountains and up close and personal with featured athletes. Featured Wyoming locations include Jackson Hole and Thayne. Other locations include: Italy, Thonek, Alaska; LeGrav, France; and Refelstoke, BC. Distribution will include national and international 120 city film tour; DVD's will be distributed within the USA and internationally, currently projections are for 10,000 units; iTunes downloads; and Webisodes recently syndicated to the New York Times. If approved this contract shall expire June 30, 2016. John Rutter motioned to accept this FIFI contract as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.
- vii. Randall Travel Marketing – this Amendment shall extend the expiration date of the current contract until December 31, 2014. The original contract designated funds to provide training and/or research to Lodging Tax Boards, Destination Marketing Offices, Chambers of Commerce, Convention and Visitor Bureaus, cities and staff around the state either on site or by attending the Marketing Outlook Forum and/or the Wyoming Hospitality and Tourism Conference for a total contract amount of \$40,000. Amendment One added \$35,000 so the Contractor could continue providing additional training and research to Lodging Tax Boards, Destination Marketing Offices, Chambers of Commerce, Convention and Visitor Bureaus and cities and staff around the state. Amendment Two added \$20,000 to continue the cooperative Research Program. Amendment Three extended the expiration date until June 30, 2014. This total contract, including all amendments shall not exceed \$95,000. Clay Miller motioned to accept this Amendment as presented, Sandy Newsome seconded; the motion passed unanimously.
- viii. Best of the West Productions – the Film Industry Financial Incentive Committee (FIFI) has reviewed the application from Best of the West Productions and has recommended approval at 15%. The total estimated spending in Wyoming is \$500,000 for a rebate of up to \$75,000. The 26 episode television series, *The Best of the West* is a weekly hunting program focused on big game hunting and long range shooting. Distribution plans include airing on the Outdoor Channel in the US and WildTV in Canada. A DVD will also be sold and Webisodes for distribution on YouTube. If approved this contract will expire June 30, 2016. Motion was made by John Rutter to accept this FIFI contract as presented, Liisa Anselmi-Dalton seconded; the motion passed unanimously.
- ix. MMGY Global, LLC – Maintenance – this contract will allow the Contractor to provide maintenance of the Tourism websites and mobile application. This contract

shall commence July 1, 2014 and expire June 30, 2015. This contract shall be paid at the rate of \$3,750 per month and not exceed \$45,000. John Rutter motioned to approve this contract as presented, Clay Miller seconded; the motion passed unanimously.

- x. Backcountry.com – this Amendment shall extend the expiration date until June 30, 2015. This Film Industry Financial Incentive (FIFI) contract is for production of *Let's Take This Outside* for a 14% rebate of up to \$43,211. John Rutter motioned to accept this Amendment as presented, Mark Kupke seconded; the motion passed unanimously.

B. Information Only:

- i. Sweetwater Events Complex – the Wyoming Office of Tourism shall provide financial support for advertising efforts during the National High School Finals Rodeo for 2014 and 2015. The rodeo is scheduled for June 22-28, 2014 and July 12-18, 2015 in Rock Springs. This contract shall not exceed \$20,000 per year for a total contract amount of \$40,000 and shall expire June 30, 2015.
- ii. State Parks and Historic Sites – Medicine Lodge Interpretive Kiosk Signage – Amendment One – this Amendment shall extend the expiration date until June 30, 2015. This Memorandum of Understanding (MOU) provided financial support for Medicine Lodge Interpretive Kiosk for an amount not to exceed \$20,250.
- iii. Platte River Parkway Trust – Amendment One – this Amendment shall extend the expiration date until June 30, 2015. The original contract is a signage contract for Platte River Parkway Trail Map Refurbishment for an amount not to exceed \$16,620.
- iv. State Parks and Historic Sites – Curt Gowdy State Park Signage – Amendment One – the purpose of this Amendment shall extend the expiration date until June 30, 2015. This MOU provided financial support for Curt Gowdy State Park signage for an amount not to exceed \$14,420.
- v. State Parks and Historic Sites – Boysen State Park Signage – Amendment One – the purpose of this Amendment shall extend the expiration date until June 30, 2015. This MOU provided financial support for Boysen State Park signage for an amount not to exceed \$5,850.
- vi. State Parks and Historic Sites – Medicine Lodge Signage – Amendment One – the purpose of this Amendment shall extend the expiration date until June 30, 2015. This MOU provided financial support for Medicine Lodge entry signage for an amount not to exceed \$4,500.

V. Executive Director Report:

- A. College Rodeo – Diane met with the state college rodeo coaches in Gillette on Saturday, March 15th to discuss program opportunities and rules for this new program. All coaches were very receptive and appreciative of this opportunity. The program will begin July 1, 2014. Next steps include defining elements of MOUs and determining RFP for a contractor.

- B. National Travel and Tourism Week (NTTW) – May 3-11, 2014 is NTTW and this year the WOT will partner with Wyoming State Parks to apply a theme. WOT will reach out to the industry to contact and coordinate with State Park Supervisors for added community involvement. Diane asked the Board to invite local legislatures to attend local events.
 - C. Year End Projections/Biennium Budget – the WOT managers met on March 13th and worked to realign budgets and expend and encumber all funds. April 14th is the last date to submit any contracts. Budget changes will be submitted to the Board during the April 21st Board conference call.
- VI.** Public Comments – there were no public comments.
- VII.** Old Business – there was no old business.
- VIII.** New Business – AnnDrea Boe, Director of Brand Strategy, updated the Board regarding the last Brand Studio position. The position has been refurbished and the posting title will be Global Insights and Research Manager. AnnDrea hopes to have the position posted by the end of the week and will keep the Board apprised.
- IX.** Executive Session – there was no need for an Executive Session this meeting.
- X.** Adjourn – Darren Rudloff motioned to adjourn the meeting at 4:03 p.m. Liisa Anselmi-Dalton seconded; the motion passed unanimously.