



**Wyoming Tourism Board of Directors Conference Call**  
**Monday, November 17, 2014**  
**3:00 p.m.**

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

**Tourism Staff Members Present:** Anita Benton, Kaitlyn Anderson, AnnDrea Boe, Angelina Cisneros, Chris Mickey, Vicki Morris, Lesley Rowbal, James Scoon and Colin Stricklin

**Guests Present:** None

- I. Chairman, Renée Middleton, called the meeting to order at 3:00 p.m.
- II. The meeting minutes from October 7, 2014 were presented for approval. Clay Miller motioned to approve the minutes as presented, Liisa Anselmi Dalton seconded; the motion passed unanimously.
- III. Anita Benton, Director of Business Operations, reviewed the budget summary year-to-date as of October 31, 2014. Jim Waldrop motioned to approve the financials as presented, Clay Miller seconded; the motion passed unanimously.
- IV. Contracts:
  - A. Approval:
    - i. **STRATEGIC MARKETING AND RESEARCH INSIGHTS, LLC – AMENDMENT EIGHT** – this Amendment shall add \$3,250 to the existing contract so the Contractor can conduct a Research Coop for Sweetwater Conversion Study. The original contract allowed the Contractor to provide Overnight Visitor Profiling and Pre and Post Advertising Effectiveness research results to Tourism for a total contract amount of \$385,000. Amendment One added \$25,000 so the Contractor could conduct website evaluation research. Amendment Two added \$10,000 so the Contractor could conduct Integrated Advertising and Website ROI. Amendment Three added \$10,250 to fund a Cooperative Research program. Amendment Four added \$12,500 so the Contractor could implement Integrated Advertising Effectiveness and Website ROI. Amendment Five added \$3,000 for additional Cooperative Research. Amendment Six changed the legal name of the Contractor from Strategic Marketing and Research, Inc. to Strategic Marketing and Research Insights, LLC. Amendment Seven added \$7,500 so the Contractor could implement Integrated Advertising Effectiveness and Website ROI. The Contract, including all eight Amendments shall not exceed \$456,500 and is set to expire March 31, 2015. John Rutter motioned to approve this Amendment as presented, Sandy Newsome seconded; motion passed unanimously.
    - ii. **MILES MEDIA GROUP, LLLP – FULFILLMENT CONTRACT - AMENDMENT ONE** – this Amendment will allow Tourism to use the Governor’s signature in the 2015 *Official*

*Travelers Journal* (OTJ) and the 2015 Wyoming Governor's Conference on Hospitality and Tourism program and shall add \$5,265 to the existing contract so the Contractor can provide an enhanced eGuide for the 2015 Official Travelers Journal (OTJ) to be available via specific URL and linked from [www.wyomingtourism.org](http://www.wyomingtourism.org). The original Contract provided Tourism with the creation, production and distribution of the 2015 OTJ and advertising sales associated with printing the OTJ; advertising on the Tourism website; advertising in the monthly e-Newsletter; and fulfillment leads program. The total Contract, including this Amendment, shall not exceed \$123,265 and is set to expire June 30, 2015. Jim Waldrop motioned to approve this Amendment as presented, Darren Rudloff seconded; motion passed unanimously.

- iii. **WESSEL DUVAL & COMPANY – FIFI** – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Wessel Duval & Company and has recommended approval at 13%. The total estimated spending in Wyoming is \$800,000 for a rebate of up to \$104,000. The project is a Wells Fargo commercial that will be shot on location in Teton County and will feature the classic Wells Fargo stagecoach. Since there is no identifiable Wyoming content on screen in the commercials the review committee doesn't feel a full 15% rebate is warranted. The distribution plans for the commercial include a national television campaign. This contract is set to expire June 30, 2016. Sandy Newsome motioned to approve this FIFI Contract as presented, Liisa Anselmi Dalton seconded; motion passed unanimously.
  - iv. **FIELDSTAR INTERNATIONAL, LLC** – this Amendment shall add \$3,885 to the existing Contract so the Contractor can conduct an additional solo sales mission focused on meeting with Brand USA, as well as trainings with media and the trade in Tokyo, Japan. The original Contract allowed the Contractor to provide Japanese Tourism Development. The total Contract, including this Amendment One, shall not exceed \$77,894.92 and is set to expire June 30, 2015. Darren Rudloff motioned to approve this Amendment as presented, Jim Waldrop seconded; motion passed unanimously.
  - v. **CHARLES COON** - Contractor shall provide marketing and support services for Team Wyoming and the College Rodeo program as specified by Tourism and agreed upon by Tourism and Contractor. Contractor agrees to manage "The Rodeo Hand"; represent Tourism at rodeos where Team Wyoming and college cowboys are competing; act as the main contact between Tourism and the Pro Rodeo Cowboys Association; maintain video and written logs in order to write, edit, produce and present an annual recap via video for the salute to Team Wyoming Breakfast at the Wrangler National Finals Rodeo; write, produce and narrate features for public distribution at Tourism's discretion, maintain written logs of work product and monthly team Wyoming and college updates. This contract shall not exceed \$62,500 and is set to expire December 31, 2015. Zannie Driskill motioned to approve this Contract as presented, John Rutter seconded; motion passed unanimously.
- B. Information Only:
- i. **GEORGE ZIMMERMAN** – Contractor shall provide necessary services to meet Tourism's needs for advertising agency selection during the upcoming Request for Proposal (RFP) process. This contract shall not exceed \$15,000 and is set to expire June 30, 2015.
  - ii. **SUMMIT PRO RODEO** - Tourism shall endorse the Contractor's bucking bull "Cross the Line" as "Cross the Wyoming Line" through the National Finals Rodeo in December 2015 as the stock contractor represents Wyoming while traveling to and participating in rodeos. "Cross the Wyoming Line" was named 2014 PRCA Bucking Bull of the Year.

Tourism's goal is to create awareness about Wyoming as a vacation destination. Tourism spends millions of dollars in traditional advertising venues (television, radio, magazine, online, etc.) promoting Wyoming and focuses a great deal of its efforts in building Wyoming's brand and brand awareness. The Contractor is a rodeo stock contractor and the associated visibility of the sport is an additional avenue to communicate the "Wyoming" message to thousands of people, thus helping to build the brand and generating interest in Wyoming. "Cross the Wyoming Line" is one of the most popular animals in professional rodeo thus he is the focus of public attention, elucidated by rodeo announcers, at all of his performances. "Cross the Wyoming Line" is also the subject of intense media interest because of his well-cataloged abilities in the rodeo arena. He will be performing at nationally televised rodeos during the tour rodeo season including stops in Colorado, Idaho, Washington, Nebraska and Texas further enhancing the opportunity to showcase the animal and his new name. He is likely to be seen twice nationally (on CBS Sports Network) during the Wrangler National Finals Rodeos in December each year with viewership expected to exceed four to five million people nightly in addition to the nearly fifty thousand people viewing the event live at the arena or on closed-circuit television in Las Vegas. This contract shall not exceed \$2,500 and is set to expire December 31, 2015.

- V. New Business – there was no new business to report.
- VI. Old Business – Jim Waldrop complimented Chris Mickey, Media and Public Relations Manager, on his recent work on the Today Show shoot in Jackson Hole.
- VII. Executive Session – there was no need for an Executive Session this meeting.
- VIII. Adjourn – Renée Middleton motioned to adjourn the Board meeting at 3:32 p.m., Sandy Newsome seconded; the motion passed unanimously.