



Wyoming Tourism Board of Director's Meeting
August 15, 2016
3:00 p.m.

Tourism Board Members Present: Sandy Newsome, Darren Rudloff, Mark Kupke, Liisa Anselmi-Dalton, C.J. Box, Zannie Driskill, Mandy Moody-Phillips, John Rutter and Jim Waldrop

Staff Members Present: Diane Shober, Anita Benton, Michell Howard, Mike McCrimmon, Vicki Morris, Kristin Phipps, Cameron Ross, James Scoon and Monica Taylor-Lee

- I. Chairman, Sandy Newsome, called the meeting to order at 3:06 p.m.
- II. The meeting minutes from June 27, 2016 were presented for approval. Liisa Anselmi-Dalton motioned to approve the minutes as presented, Darren Rudloff seconded; motion passed unanimously.
- III. Financials – Anita Benton, Director of Business Operations, reviewed the financials as of July 31, 2016. Mark Kupke motioned to approve the financials as presented, Jim Waldrop seconded; motion passed unanimously.
- IV. Contracts:
 - A. APPROVAL:
 - i. **BEST OF THE WEST** – the Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Best of the West and has recommended approval for a total reimbursement of up to \$30,000. The total estimated spending in Wyoming is \$500,000. Working with limited FIFI funds, the FIFI Committee recommended the total rebate be adjusted from a percentage of total in-state spending, to an approved set dollar amount. This project includes a Wyoming storyline of weekly television programs, “The Best of the West” is an award winning hunting program featuring precision long range shooting. Distribution includes the Pursuit Channel and WildTV (Canada). John Rutter motioned to approve this contract as presented, Zannie Driskill seconded; motion passed unanimously.
 - B. INFORMATION ONLY:
 - i. **MEDIAVALET** – Contractor shall produce a secure, user-friendly, Cloud-based system, which will allow staff and industry members access to the many assets

Tourism has to offer. This contract shall not exceed \$14,500 and is set to expire September 30, 2017.

- ii. **THE MAINZ GROUP LLC, D.B.A., ZOOM INFORMATION SYSTEMS** – the purpose of this contract is for the Contractor to provide independent WIFI hotspots and operation and maintenance services at the Sheridan Welcome Center and the Northeast Wyoming Welcome Center. This is a two-year contract and shall be paid at a rate of \$400 per month for a total contract not to exceed \$9,600. This contract is set to expire September 30, 2018.

V. Biennium FY17-18:

- A. Supplemental Budget – 8% Reduction - \$1,992,728 – Diane Shober, Executive Director, reported that supplemental budgets are due at the end of this month. The Wyoming Office of Tourism is not planning to submit a supplemental budget at this time. The Governor directed 8% cut is a total amount of \$1,992,728 to the FY17-18 budget. Jim Waldrop motioned to accept this reduction, Darren Rudloff seconded; motion passed unanimously.

VI. Executive Director's Report:

- A. 2016 Fall Summit – the 2016 Fall Summit is scheduled for September 21st and 22nd in Jackson, Wyoming. The Tourism Board meeting will be Wednesday, September 21st from 2:00 to 5:00 p.m. in the Wapiti Room at Jackson Lake Lodge. Room reservations have been made for all Tourism Board members, and the Board was reminded to register for the conference on their own. Agenda items for this year's Fall Summit are: State of the Wyoming Tourism Industry, Diane Shober, Executive Director; Leveraging the That's WY Brand Platform, Kristin Phipps, Sr. Manager of Brand Integration; Increasing Wyoming's International Footprint, James Scoon, Director of Global Sales and Services; Upcoming Wyoming Office of Tourism Campaigns, Michell Howard, Senior Director of Brand Strategy. In addition, Britney Butler, Industry Relations Manager, will discuss industry partner opportunities.
- B. Travel Recreation Wildlife and Cultural Resources (TRW&CR) Committee Update – August 4, 2016 – Diane Shober, Sandy Newsome and Liisa Anselmi-Dalton attended the TRW&CR meeting earlier this month. Branded Entertainment language has been added to the Film Industry Financial Incentive (FIFI) and the new proposed sunset date is June 30, 2023. The next TRW&CR meeting will be held in Sundance, October 6th and 7th. The Board will be kept apprised when the agenda becomes available.

VII. Nominating Committee – Mark Kupke, Immediate Past Chair, addressed the Board regarding the upcoming Board elections and nominations for Chairman and Vice Chairman. Each September, during the in-person meeting, elections are held. The Board was asked to consider the nominations for each position and contact Sandy Newsome or Mark Kupke with other nominations. Nominations for the following positions are:

- A. Chairman – Darren Rudloff, current Vice Chairman;

- B. Vice Chairman – Jim Waldrop, Member At-Large.
 - C. Board Development Plan – the Board was provided an updated plan for review.
- VIII. New Business – Sandy Newsome announced that she is running for House District 24 on the November ballot as an independent candidate. The Board relayed their best to her campaign.
- IX. Old Business – there was no old business to report.
- X. Public Comments - there were no public comments.
- XI. Executive Session – there was no need for an Executive Session this meeting.
- XII. Adjourn – Darren Rudloff motioned and Jim Waldrop seconded to adjourn at 3:56 p.m.; the motion passed unanimously.