Wyoming Tourism Board of Director’s Meeting Minutes  
December 10, 2018  
Cheyenne, Wyoming – 10:00 a.m.

**Tourism Board Members Present:** Jim Waldrop (Chairman), C.J. Box (Vice Chairman), Angie Guyon, Christine Hill, Larry Lloyd, Mandy Moody-Phillips and John Rutter. Not Present: Mike Keller and Darren Rudloff.

**Staff Members Present:** Diane Shober, Anita Benton, Jennifer Griswold, Michell Howard, Kim Koester, Amanda Roberts and James Scoon. Becky Oswald, Brand Integration Senior Manager; and Chris Hauser, Brand Integration Senior Coordinator, were present for brief introductions.

I. Chairman, Jim Waldrop, called the meeting to order at 10:00 a.m.

II. The meeting minutes from November 28, 2018 were presented for approval. C.J. Box motioned to approve the minutes, John Rutter seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of November 30, 2018. John Rutter motioned to approve the financials as presented, Larry Lloyd seconded; motion passed unanimously.

IV. Contracts

   A. For Approval

      i. **Strategic Marketing and Research Insights – Amendment One** – The original contract, dated May 24, 2016, set forth the terms and conditions by which contractor provided: 1) advertising awareness research through in-depth analysis of print, TV, digital, out-of-home, social media and other specialized/non-traditional advertising; and 2) domestic overnight visitation research – to provide an in-depth profile of visitors to Wyoming. Amendment One will provide funding for two additional advertising effectiveness studies (annual) and one additional visitor profile study (biennial). This amendment adds $117,000 to the original contract amount of $195,500 (total contract not to exceed $312,500); and extends the expiration date by two years from February 28, 2019 to February 28, 2021. This is a budgeted item in Research. Angie Guyon motioned to approve the amendment, John Rutter seconded; motion passed unanimously.
B. Information Only
   i. **Aries Marketing Solution – Amendment One** – The original contract, dated July 16, 2018, set forth the terms and conditions by which contractor provides in-market Japanese tourism development, reporting and tour product analysis. Amendment One provides funding to reimburse wire transfer fees associated with sending payments to this vendor by adding $164 to the original contract amount of $23,450 (total contract not to exceed $23,614). Amendment One will expire when the original contract is set to expire on June 30, 2019. This is a budgeted item in Global Partnerships.

V. Executive Director’s Report
   A. **Supplemental Budget:** Executive Director, Diane Shober, is prepared to answer questions and concerns the Joint Appropriations Committee may have—during this afternoon’s hearing—regarding Governor Mead’s budget inclusion of the Wyoming Office of Tourism’s (WOT’s) $2.5 million supplemental budget request. Ms. Shober shared with the board that WOT’s advertising efforts and reach would be boosted with the ability to increase what is presently purchased at minimum levels. The goal is to go deeper with the proven, existing advertising strategy to bolster Wyoming’s tourism economy even more at regional and statewide levels.

   B. **Statewide Lodging Tax:** During the November 29th Joint Revenue Interim Committee hearing the draft bill for the statewide lodging tax was voted on and passed. Next steps will be introduction into the legislative session.

   C. **Governor’s Hospitality & Tourism Conference:** The conference will take place January 27-29, 2019 at Little America Hotel and Resort in Cheyenne. The Tourism Board will meet on January 27th, 1:00-3:00 p.m. The conference agenda includes more hands-on, experiential learning than in past years with a variety of learning labs in addition to session break-outs. Director of Global Partnerships, James Scoon, noted that his department’s learning labs will include the international market profiles the board previously requested.

   D. **Board Recruitment:** Governor Mead re-opened the Boards and Commissions page on his website and has assured Governor-Elect Gordon will have access to existing applications. The board will review the pool of applicants and submit a letter of recommendation to Governor-Elect Gordon to fill the vacancy coming up in District 6 due to John Rutter’s February 28, 2019 term expiration. The recommendation will also include C.J. Box, At Large; and Larry Lloyd, District 4, who are eligible and have applied for reappointment.

VI. New Business – There was no new business to discuss.

VII. Old Business – There was no old business to discuss.

VIII. Public Comments – There were no public comments.
IX. Executive Session – There was no need for an Executive Session this meeting.

X. Adjourn – Upon conclusion of the session, Chairman Waldrop took the opportunity to thank Anita Benton and Piper Singer for a job well done representing Wyoming at National Finals Rodeo (NFR) in Las Vegas. C.J. Box motioned, and John Rutter seconded to adjourn at 11:25 a.m.; the motion passed unanimously.