Wyoming Tourism Board of Director’s Meeting Minutes
January 27, 2019
Cheyenne, Wyoming – 1:00 p.m.

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


Guests Present: Bridget Wirth and Victoria Simmons with Birdsall, Voss and Associates (BVK); Erin Fossum, Hannah Hintz and O’Brien McCarty with Miles Partnership; and Dean David Sprott and Angela Ver Ploeg with University of Wyoming (UW).

I. Chairman, Jim Waldrop, called the meeting to order at 1:04 p.m.

II. The meeting minutes from December 10, 2018 were presented for approval. Darren Rudloff motioned to approve the minutes, Angie Guyon seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of December 31, 2018. Mike Keller motioned to approve the financials as presented, Darren Rudloff seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. Miles Partnership, LLLP – 2020 Digital & Printed Travel Guide – The purpose of this contract is for the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2020 Wyoming Official Travel Guide (OTG). Production of the digital inspiration guide includes the conception, design and printing of 400,000 printed guides as well as the production and implementation of an interactive digital guide to be hosted on travelwyoming.com. This contract shall not exceed $118,000 and is set to expire April 30, 2021. This contract amount has been the same since FY10. This is a budgeted item in
B. Information Only

i. Team Wyoming Professional Rodeo Contracts – The purpose of these contracts is to set forth the terms and conditions by which Tourism shall endorse the Team Wyoming professional rodeo Cowboys and Cowgirl through the 2019 Professional Rodeo Cowboy Association (PRCA) Patch Program to represent Wyoming while traveling to and participating in rodeos. The goal is to leverage these professional rodeo athletes through social media and other outreach to a larger audience, enhancing Wyoming’s western lifestyle and building upon the cowboy image to further drive interest in Wyoming as a vacation destination. Based on the current social audience, past world rankings, numbers of rodeos in 2019, etc. each contract amount varies. In 2018, the total contract expended amount was $46,650 and included eight (8) Team Wyoming members. In 2019, the total contract budgeted amount is $45,750 and includes seven (7) Team Wyoming members. This is a budgeted item in Brand Studio/Cowboy Marketing. The seven (7) rodeo athletes and contract amounts are:
   a. Dusty Tuckness - $11,690.00
   b. Nate Jestes - $10,685.00
   c. Brody Cress - $9,500.00
   d. Seth Hardwick - $5,250.00
   e. Cassidy Kruse - $3,500.00
   f. Chet Johnson - $2,625.00
   g. Clayton Savage - $2,500.00

ii. Campbell County Public Land Board d.b.a. Camplex Multi Event Facilities – The purpose of this contract is to set forth the terms and conditions by which Tourism shall a) support Contractor’s marketing and advertising efforts for the Pyrotechnics Guild International (PGI) Convention taking place August 10-16, 2019; and b) support Contractor’s purchase of fireworks displays for an evening show to commemorate the PGI’s 50th anniversary celebration. This contract was directed per budget footnote during the 2018 legislative session, shall not exceed $35,000 and is set to expire October 31, 2019. This is a one-time, budgeted item in Administration-Business Operations.

iii. Miles Partnership, LLLP – 2020 Ad Sales – The purpose of this contract is to set forth the terms and conditions by which all advertising sales will be conducted by Contractor. Additionally, the contract will delineate revenue share breakdown Wyoming Office of Tourism (WOT) will receive from all advertising sales across all digital and printed platforms as follows: Official Travelers Guide (OTG) at 2%; TravelWyoming.com at 5% on earned revenue $175,000 to $225,000 and 7.5% on earned revenue
above $226,000; and Email Program at 5% on earned revenue $30,000 to $100,000 and 7.5% on earned revenue above $76,000. Contractor’s portion of revenues will offset its costs associated with the production of the printed and digital guides. The contract percentages are the same as last year. This contract will be of no cost to WOT and is set to expire June 30, 2020. The revenue shares will benefit the Brand Studio budget.

V. Director’s Reports

A. Global Partnerships
   i. Salt to Stone Update – Cameron Ross, Sr. Manager of Global Partnerships, shared that the $200,000 allocated to the marketing efforts for the Southwest region of Wyoming involved the four counties of Sublette, Lincoln, Uinta and Sweetwater. The goal has been to build on the assets which were already in place – with regional integration into the consumer website, including a dedicated landing page for the region; inclusion in direct mail inserts; digital and radio ads; and e-newsletters. Mr. Ross will be continuing face-to-face meetings in the area and Lauren Eimers, Industry Partnerships Manager, will continue sending monthly reports and updates to the area’s industry partners.

   ii. International Roundup 2020 – James Scoon, Director of Global Partnerships, reported that International Roundup, an annual Rocky Mountain International (RMI) contracted trade show, will take place in Casper in 2020. The event focuses on top international operators from the United Kingdom (UK), Italy, France, Germany, Benelux, Australia, the Nordic and New Zealand. Other areas in Wyoming which placed bids for the event will be targeted for area familiarization tours (FAMS) for Roundup participants. A board meeting will be scheduled in conjunction with this event.

B. Brand Studio
   i. Year in Review – Becky Oswald, Brand Integration Sr. Manager, pointed the board to the Year in Review which highlighted a 2.3% increase in 2018 in Wyoming’s visitation; a 6.4% increase in direct tourism related spending; and a 6.0% resulting increase in state and local tax revenues. The visitor economy continues to strengthen and improve the state’s overall economic foundation.

   ii. BVK – 2019 Media Buy – Bridget Wirth, BVK, shared a summary of the March through September 2019 media campaign, noting that a portion of the $4.8 million budget will be allocated to partner coops through Madden Media. The comprehensive media approach will work across broadcast, out of home (OOH), print and digital media. Total projected impressions will be slightly higher than 2018 at 461 million. A new, strategic partnership with the Travel Channel will expand the national audience and support the theme of female empowerment. Heavy investment in key
markets will align with the 2018 Ad Effectiveness Study and target audience groups of Western Culture, Adventurer and Family Traveler.

iii. BVK – 2019 Creative – Ms. Wirth highlighted creative from Wyoming’s Northwest corner. Deliverables include two 30 second television spots, two long form content videos and three print heroes.

iv. Web RFP Update – Becky Oswald shared the Interagency Digital Services and Support Request for Proposal (RFP) will close for bidding on February 25, 2019. All written bids will be evaluated, and finalists chosen for oral presentations to be held in Cheyenne the end of March. The hope is to have a contract in place by the first of June. The RFP is a cooperative effort between WOT, State Parks/Outdoor Recreation Office and Wyoming Game & Fish Department.

v. Team Introductions – Becky Oswald introduced Blake Ward, Interactive Marketing Manager; and Lauren Seidl, Communication and Content Marketing Manager, introduced Heather Baker, Communications Sr. Coordinator.

VI. Executive Director’s Report

A. Legislative Update – Executive Director, Diane Shober, highlighted the following House Bills:
   i. Statewide Lodging Tax – House Bill 66 states 3% of statewide lodging tax collected would be dedicated to the Wyoming Tourism Board and the Office of Tourism. The board had lengthy discussion surrounding Reserve Account and possible Statewide Marketing Program Budget scenarios should the bill pass.

   ii. Tourism Improvement Districts – House Bill 93 enables legislation to allow entities the option to self-assess a tax by locality based on area-specific need. Should the bill pass, it would provide the opportunity for tourism enhancement and promotion.

   iii. Wyoming Film Production Incentive – House Bill 164 will be up before committee Monday, January 28th. Ms. Shober will be presenting the bill. Should the bill pass, authorizing language for an incentive would be added to statute.

   iv. State Budget – House Bill 001 includes the standard budget plus a supplemental appropriation of $500,000 ($1 million on biennium). The budget bill will be debated on the floors of both chambers this week.

B. Retreat – The board will have a budget retreat in May in Jackson. Agenda items will include 1) onboarding a newly appointed board member due to John Rutter’s term expiration; 2) providing feedback on biennium 21/22 budget framework as
provided by WOT staff; and 3) FY19 year-end projections. The board will also have the opportunity to be involved in a brief familiarization tour of the area.

VII. New Business – Mike Keller shared that Yellowstone National Park was able to remain operational through the federal shutdown because of successful partnerships with private companies. Possible future shutdowns could cause delays if snow plowing is unable to begin on time. This would have significant impact on visitation for Teton County. Preparedness planning is essential among park superintendents and area industry leaders. Diane Shober will pursue scheduling a meeting during Governor’s Conference.

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

IX. Public Comments – University of Wyoming College of Business Dean, David Sprott, shared that the school’s Outdoor Recreation and Tourism Management (ORTM) program has experienced success as evidenced by enrollment of 35 students in the Fall of 2018. Dean Sprott seeks industry help and feedback as he desires to see more focus given to developing hospitality-specific courses and will need to find qualified teachers.

X. Executive Session – C.J. Box motioned, and Darren Rudloff seconded to proceed to Executive Session at 3:21 p.m.

XI. Adjourn – Upon conclusion of the session, Chairman Waldrop took the opportunity to thank John Rutter for his six years of committed service to the board. John Rutter motioned, and Christine Hill seconded to adjourn at 3:53 p.m.; the motion passed unanimously.