Wyoming Tourism Board of Director’s Meeting Minutes
January 9, 2018
Cheyenne, WY – 2:00 p.m.

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

Staff Members Present: Diane Shober, Anita Benton, Kristin Dialessi, Jennifer Griswold, Michell Howard, Kim Koester, Cameron Ross, Amanda Scherlin, James Scoon, Lauren Seidl, Piper Singer, Tia Troy and Jim Wollenburg.

Guests Present: Chris Brown, Executive Director, Wyoming Lodging and Restaurant Association (WLRA); and Tony O’Brien, General Manager, Little America Hotel & Resort.

I. Chairman, Darren Rudloff, called the meeting to order at 2:00 p.m. New WOT staff introductions were made: Lauren Seidl, Content Marketing Sr. Coordinator; Piper Singer, Brand Partnerships Sr. Coordinator; and Jim Wollenburg, Global Sales and Services Integration Manager.

II. The meeting minutes from December 4, 2017 were presented for approval. John Rutter motioned to approve the minutes, Jim Waldrop seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of December 31, 2017. Angie Guyon motioned to approve the financials as presented, John Rutter seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. Miles Partnership, LLP – 2019 Ad Sales – Miles Partnership was the successful bidder on the recent Request for Proposal (RFP) for this contract. 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 Journal (OTJ) 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. This contract will be of no cost to WOT and is set to expire December 31, 2018. The revenue shares will benefit the Brand Studio budget. C.J. Box motioned to approve this contract as presented, John Rutter seconded; motion passed unanimously.

ii. **Miles Partnership, LLLP – Web Development Amendment Two** – The original contract, dated November 20, 2015, required contractor to provide and implement website development for WOT. Amendment One extended the expiration date from May 31, 2017 to June 30, 2018. Amendment Two would provide additional funding to be used to improve website functionality that was identified in “areas of improvement” through the Traffic Digital UX Site Experience Analysis. Enhancements include Information Architecture (IA) & Content Restructure to improve site navigation with drop down menus and a sticky/ floating footer, new category designations, and more prominent social integration; Extranet Category Changes including alignment of new and modified categories within the extranet correlating with the website and Official Travelers Journal; Search Functionality to improve search relevance and search results descriptions by adding auto fill, on-page search results, and optimization/ranking of returned search results; and Map/Listing Functionality to increase the presence of the map by integrating it into the main navigation, adding visual representation of Wyoming regions promoting the established routes, and updating the grid layout of Industry Partners with optional map view. This amendment adds $75,000 to the original contract amount of $535,000 (total contract not to exceed $610,000). Amendment Two will expire when the original contract is set to expire on June 30, 2018. This is a budgeted item in Brand Studio. Jim Waldrop motioned to approve this contract as presented, John Rutter seconded; motion passed unanimously.

iii. **Birdsall, Voss and Associates, Inc. – Amendment One** – The original contract, dated June 27, 2017, required the contractor to provide marketing, advertising, promotion and execution services for WOT. Amendment One would provide additional funding for these services. This amendment adds $300,000 to the original contract amount of $7,713,636 (total contract not to exceed $8,013,636). Amendment One will expire when the original contract is set to expire on June 30, 2018. This is a budgeted item in Brand Studio. Christine Hill motioned to approve this contract as presented, Larry Lloyd seconded; motion passed unanimously.

B. Information Only

i. **Wyoming Dinosaur Center – Wayfinding Signage** – This contract is the result of the Technical Assistance Co-op Program (TACP). Contractor will purchase and install wayfinding signage in Casper, Hiland, Thermopolis, Riverton and Worland. The contract shall not exceed $2,692.50 and is set to expire January 31, 2019. This is a budgeted item in Strategic Partnerships.
ii. **Clint Nelson – Amendment One** – The original contract, dated September 7, 2017, required the contractor to provide and implement advance web capabilities to build and strengthen WOT’s web foundation while WOT’s Interactive Manager was on extended leave. Amendment One extends the expiration date of the original contract and provides additional funding to retain contractor to oversee WOT’s web enhancement projects as a result of the Traffic Digital UX Site Experience Analysis. Duties include facilitating and managing ongoing web development projects and providing interactive support as needed for the Brand Integration team. The amendment adds $10,000 to the original contract amount of $10,000 (total contract not to exceed $20,000) and extends the expiration date from January 31, 2018 to June 30, 2018. This is a budgeted item in Administration/Tourism Initiatives.

iii. **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 2018 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 2018, etc. each contract amount varies. In 2017, the total contract expended amount was $38,200 and included seven (7) Team Wyoming members. In 2018, the total contract amount is $46,650 and includes eight (8) Team Wyoming members. This is a budgeted item in Brand Studio/PR-Media. The eight (8) rodeo athletes and contract amounts are:

a. Dusty Tuckness: $8,500  
b. Nate Jestes: $8,000  
c. Brody Cress: $6,450  
d. JR Vezain: $6,450  
e. Cassidy Kruse: $5,000  
f. Seth Hardwick: $5,000  
g. Chet Johnson: $4,250  
h. Clayton Savage: $3,000

V. **New Business – Wyoming Dinosaur Center Update** – Angie Guyon, Executive Director of the Wyoming Dinosaur Center, shared how substantial growth of all programs since the center’s opening in 1995 has led to the need for a new facility to be able to enhance the center’s mission. The facility will promote economic development across the region, provide employment opportunities, and promote advanced environmental design and sustainability. A capital campaign which includes private donors and grant funding is underway for a projected overall budget of $60 million with a completion goal set for 2021. Ms. Guyon will share a Campaign Detail and Goals packet with the board.
VI. Director’s Reports

A. Brand Studio

i. Public Relations Request for Proposal (RFP): Michell Howard, Sr. Director of Brand Strategy, and Tia Troy, PR + Media Manager, detailed the review process which advanced the five (5) final PR agencies—from a pool of sixteen (16) RFP respondents—to oral rounds. A six (6) member selection committee will gather in Cheyenne January 10th and 11th to hear presentations from Seattle-based Edelman, New York-based MFA Marketing, Denver/New York-based DCI, California-based Phelps and Columbus-based incumbent Fahlgren-Mortine. One (1) agency will be chosen to represent WOT within a $250,000 annual budget.

ii. Winter/Summer Media Update: Kristin Dialessi, Brand Integration Sr. Manager, presented WOT’s 2017 Advertising Effectiveness Executive Summary which highlighted a 7.1% year over year (YOY) increase in campaign “influenced trips”; overall awareness increase of 10% YOY; aware households increase of 25% YOY; and a cost per aware household decrease from $0.14 to $0.12. Media Recall cost per aware household is being monitored closely in key markets so any necessary adjustments can be made. Overall, return on investment (ROI) is extremely positive. Summer 2018 Campaign Media Strategy highlights include an increase in 2017’s media spend from $4.3 million to $5.4 million with addition of carryover funds and an additional $300,000 from standard budget; reduced spend in Portland to targeted digital-only campaign; boosting late season drive market strategies including late season event promotion; allocating additional budget to support national media efforts; and evolving media tactics to include integrated media campaign, streaming TV, and targeted geographic and demographic digital campaigns.

VII. Executive Director’s Report

A. Alternate Funding Update: The 1% Leisure and Hospitality Tax will be heard before the Joint Revenue Committee on January 31, 2018. It is reported that a statewide lodging tax will be brought forth during the session, although no bills have been posted through the Legislative Service Office (LSO).

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

IX. Public Comments – There were no public comments.

X. Executive Session – There was no need for an Executive Session this meeting.

XI. Adjourn – Upon conclusion of session, Jim Waldrop motioned and Larry Lloyd seconded to adjourn at 5:20 p.m.; the motion passed unanimously.