Wyoming Tourism Board of Director’s Meeting Minutes
March 4, 2019
Conference Call – 3:00 p.m.

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

Staff Members Present: Diane Shober, Anita Benton, Michell Howard, Kim Koester and James Scoon.

Guests Present: Chris Brown, Executive Director, Wyoming Lodging and Restaurant Association (WLRA) and Wyoming Travel Industry Coalition (WTIC).

I. Chairman, Jim Waldrop, called the meeting to order at 3:03 p.m. and welcomed newly appointed Tourism board member, Anna Olson.

II. The meeting minutes from January 27, 2019 were presented for approval. C.J. Box motioned to approve the minutes, Darren Rudloff seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of January 31, 2019. Darren Rudloff motioned to approve the financials as presented, Larry Lloyd seconded; motion passed unanimously.

IV. Contracts

A. Information Only

i. National Intercollegiate Rodeo Association – College National Finals Rodeo – The purpose of these contracts is to set forth the terms and conditions by which Contractor shall enhance the 2019 media plans for audience development for the 2019 College National Finals Rodeo (CNFR), which will be held in Casper, Wyoming. This contract amount is the same as last year, shall not exceed $20,000.00 and is set to expire June 30, 2019. This is a budgeted item in Brand Studio/Cowboy Marketing.

ii. Sweetwater Events Complex – National High School Finals Rodeo – The purpose of this Contract is to set forth the terms and conditions by which Contractor shall enhance the 2019 media plans for audience development for the 2019 National High School Finals Rodeo (NHSFR),
which will be held in Rock Springs, Wyoming. This contract amount is the same as last year, shall not exceed $20,000.00 and is set to expire August 31, 2019. This is a budgeted item in Brand Studio/Cowboy Marketing.

V. Executive Director’s Report

A. Legislative Update – Executive Director, Diane Shober, and Chris Brown, led lengthy discussion regarding House Bill 66 (Statewide Lodging Tax), House Bill 93 (Tourism Improvement Districts), and House Bill 164 (Wyoming Film Production Incentive). All three bills failed to pass. In contrast, House Bill 001 (State Budget) was approved – designating Wyoming Office of Tourism (WOT) a supplemental appropriation of $500,000 ($1 million on biennium) to the standard biennium budget.

Ms. Shober shared that no topics were submitted from WOT for interim work. Mr. Brown has asked for an interim on House Bill 93 (Tourism Improvement Districts).

Mr. Brown expressed his appreciation of industry efforts to educate local law makers of the importance of an alternative funding source for WOT and will work with the boards of the WLRA and WTIC to look for a path forward. It is important for Governor Gordon and local law makers to understand the visitor economy and what WOT is doing to push that economy forward. Executive Director Shober has requested a meeting with Governor Gordon and his team.

B. May Retreat – The board will convene in Jackson May 19-21, 2019. A portion of time will be dedicated to not only appropriations but industry strategy moving forward. Biennium 21/22 budget framework and FY19 year-end projections will be on agenda. Chairman Waldrop strongly encouraged board participation and confirmed that at conclusion of the official retreat, Executive Director Shober will be the keynote speaker on the Rotary program in Jackson on the 21st.

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, Darren Rudloff motioned, and C.J. Box seconded to adjourn at 3:52 p.m.; the motion passed unanimously.