Wyoming Tourism Board of Director's Meeting Minutes
February 25, 2018
Cheyenne, WY – 1:00 p.m.

Tourism Board Members Present: Darren Rudloff (Chairman), Jim Waldrop (Vice Chairman), C.J. Box, Zannie Driskill, Angie Guyon, Christine Hill, Larry Lloyd, Mandy Moody-Phillips and John Rutter.

Staff Members Present: Diane Shober, Anita Benton, Kristin Dialessi, Michell Howard, Kim Koester, Charles Lammers, Becky Oswald, Cameron Ross and James Scoon.

Guests Present: Sarah Seidler, Victoria Simmons and Bridget Wirth – Birdsall, Voss and Associates (BVK); Erin Fossum, Hannah Hintz and Jim Wilkinson – Miles Partnership; David Krause – National Park Trips Media; Sandy Newsome – Park County Travel Council; and Valerie Vasquez – Wyoming Outfitters and Guides Association.

I. Chairman, Darren Rudloff, called the meeting to order at 1:08 p.m. New Wyoming Office of Tourism (WOT) staff introduction was made: Becky Oswald, Interactive Marketing Manager.

II. The meeting minutes from January 9, 2018 and February 1, 2018 were presented for approval. John Rutter motioned to approve the minutes, Mandy Moody-Phillips seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of January 31, 2018. John Rutter motioned to approve the financials as presented, C.J. Box seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. Wyoming Department of Transportation (WYDOT) – NE Wyoming Welcome Center – This Interagency Agreement is to establish the facility and grounds maintenance responsibilities and funding requirements for the Northeast Wyoming Welcome Center located in Beulah, Wyoming. This agreement shall not exceed $300,000.00, shall commence on July 1, 2018 and expire on June 30, 2020. This contract amount has been the same since the construction of the welcome center. This is a budgeted item in Welcome Center. Jim Waldrop motioned to approve this contract as presented, Christine Hill seconded; motion passed unanimously.
ii. **Wyoming Department of Transportation (WYDOT) – SE Wyoming Welcome Center** – This Interagency Agreement is to establish the facility and grounds maintenance responsibilities and funding requirements for the Southeast Wyoming Welcome Center located in Cheyenne, Wyoming. This agreement shall not exceed $300,000.00, shall commence on July 1, 2018 and expire on June 30, 2020. This contract amount has been the same since the construction of the welcome center. This is a budgeted item in Welcome Center. John Rutter motioned to approve this contract as presented, Christine Hill seconded; motion passed unanimously. Chairman Rudloff also requested that Ms. Benton check on status of Pine Bluffs, Summit and Sheridan visitor centers and report back to board.

iii. **Real America Marketing, d.b.a. Rocky Mountain International (RMI)** – The purpose of this contract is for the Contractor to assist Tourism with increasing State of Wyoming revenues through promotion and development of group travel, pre-package tours, convention and incentive tours, promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, Northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, the Scandinavian market, and the Australian market. This contract shall not exceed $340,778, shall commence on July 1, 2018 and expire June 30, 2019. This contract amount is the same as last year. This is a budgeted item in Global Sales & Services. C.J. Box recused himself from the vote. Zannie Driskill motioned to approve this contract as presented, Jim Waldrop seconded; motion passed unanimously. Jim Waldrop requested a comparison of year over year room nights booked by tour operators. James Scoon, Director of Global Sales and Services, will provide this information after its availability in August 2018.

iv. **Miles Partnership – Amendment One** – The purpose of this Amendment is to add $16,700 to the original Official Travelers Journal (OTJ) contract. Amendment One will allow for the reprint of the Wyoming specific, in-language guides. The guides are produced in printed and digital version in seven languages (English, Spanish, Japanese, German, French, Italian, and Chinese). If approved, this contract, including this amendment, shall not exceed $134,700 and shall expire April 30, 2020. The amendment total of $16,700 is a budgeted item in Global Sales and Services. C.J. Box motioned to approve this amendment as presented, Jim Waldrop seconded; motion passed unanimously.

B. Information Only

i. **National Intercollegiate Rodeo Association – College National Finals Rodeo** – The purpose of this Contract is to set forth the terms and conditions by which Contractor shall enhance the 2018 media plans for audience development for the 2018 College National Finals Rodeo (CNFR), which will be held in Casper, Wyoming. This contract shall not exceed $20,000.00 and is set to expire June 30, 2018. 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 2018 media plans for audience development for the 2018 National High School Finals Rodeo (NHSFR), which will be held in Rock Springs, Wyoming. This contract shall not exceed $20,000.00 and is set to expire June 30, 2018. This is a budgeted item in Brand Studio/Cowboy Marketing.

V. Director’s Reports

A. Brand Studio

i. **Year In Review and Fly Your WY campaign:** Sr. Director of Brand Strategy, Michell Howard, shared highlights from the 2017 Year in Review report which included positive statistics on travel impacts to Wyoming’s economy, “That’s WY” campaign influence, PR and Media effort influence, social media engagement, promotions, solar eclipse economic impact, Team Wyoming, global positioning and industry outreach. The report will be shared digitally with legislators upon the end of the 2018 legislative session. Ms. Howard also presented WOT’s Fly Your WY social media campaign. Participants, beginning with in-state residents, will pick up a #ThatsWY flag, take photos with the flag in their favorite Wyoming locations and post the photos to Instagram, Facebook and Twitter with designated hashtags. In May 2018 the promotion will include distribution of flags in visitor centers and eleven (11) state parks. The flags will be distributed at the 2018 Governor’s Conference on Hospitality and Tourism where legislative and industry leaders will be encouraged to launch their personal support with their own participation in the campaign.

ii. **Website Update:** Kristin Dialessi, Brand Integration Sr. Manager, reported that WOT staff and Miles Partnership efforts have expedited the changes implemented on WOT’s website—as the result of User Experience (UX) study findings—meeting the pre-summer campaign completion goal. Those changes include 1) international audience representation; 2) significant presence of maps on the header; 3) mega menu simplification to five (5) categories with a recategorization of every single page on the website; 4) implementation of a “sticky” footer for ease in viewing information that users would have previously scrolled to the bottom of the page to find; and 5) addition of user-generated content.

iii. **Summer Campaign Highlights:** BVK’s Sarah Seidler and Bridget Wirth reported on the evolution of WOT’s media strategy and redistribution of integrated media, broadcast, out of home (OOH), print and digital. The seven (7) key markets will include Washington, Oregon, Utah, Colorado, Missouri, Minnesota and Illinois. The national media strategy will include RFI TV with the goal of broad national reach partnerships with well-known Travel and Leisure, Real Simple and Sunset. Digital strategy will include message personalization to target three (3) groups of travelers—families, adventurers and
those seeking western culture. WOT’s Marketing Advisory Committee will have its first meeting next week. In addition to committee members being oriented to current WOT marketing campaigns, the committee will look at advertising and paid media to be able to give their feedback and evaluation.

B. Industry Outreach

i. Industry Engagement Initiative (IEI): Cameron Ross, Strategic Partnerships Sr. Manager, reported that WOT’s IEI team—comprised of himself, Jenn Adu, Britney Butler and Abigail Martin—has been collecting information from lodging tax boards in an effort to increase industry engagement in marketing coops and other WOT opportunities. In addition to offering industry scholarships to attend Governor’s Conference, the team has been out talking about the Fly Your WY campaign, sticker program, Salt Lake Media Mission, regional route media and PR media promotions. The team has taken the opportunity to share specific county research with industry partners.

ii. Board Engagement: The Tourism Board will be having in-person meetings around the state once per quarter. Director Shober shared the key objectives are for the board to 1) make deeper industry connections; 2) engage with legislators and lodging tax boards; and 3) participate in product familiarization. Ms. Shober noted that Chris Brown, Executive Director of Wyoming Lodging and Restaurant Association (WLRA) and Wyoming Travel Industry Coalition (WTIC), is also enacting an industry outreach program. WLRA and WTIC boards will be invited to Tourism Board quarterly in-person meetings around the state, which are as follows: first quarter – today’s meeting in conjunction with Governor’s Conference in Cheyenne; second quarter – April 16\textsuperscript{th} and 17\textsuperscript{th} in Thermopolis; third quarter – August 20\textsuperscript{th} and 21\textsuperscript{st}, location to be decided; fourth quarter – October 10\textsuperscript{th} in Laramie in conjunction with Fall Summit.

Additionally, the Tourism Board, led in conversation by Chairman Rudloff, agreed to be taking more opportunity to join the IEI team and other WOT staff as they engage industry at various statewide meetings.

C. Global Sales and Services

i. IPW 2018: James Scoon, Director of Global Sales and Services (GSS), shared WOT’s plan to increase Wyoming’s exposure at IPW, the largest international tradeshow held domestically. This year’s show is in Denver, Colorado May 19\textsuperscript{th}-23\textsuperscript{rd}. Participants in the booth share will be Buffalo, Carbon County, Cheyenne, Cody, Sheridan and Little America Hotel. Jackson Hole Chamber of Commerce and Blair Hotels will also have booths. A historic Yellowstone touring bus displaying signage to promote the Wyoming booth, Wyoming and Yellowstone National Park will be placed at the marketplace entrance. In the booth, C.J. Box will be doing a book signing. Mr. Scoon highlighted WOT’s OOH marketing efforts which will include digital signage throughout the convention center and a static sign on 16\textsuperscript{th} Street Mall—four-week advertising
to complement domestic outreach. At the conclusion of IPW, Tour Operators may participate in Familiarization (Fam) Tours to be held May 24th – 28th.

ii. One-time International Expenditure Update: WOT’s GSS team is evaluating the best possible use of the balance of funds ($98,535) yet to be expended from biennium budget for international expansion.

VII. Executive Director’s Report

A. Biennium Budget – Legislative Update/Discussion: Although Governor Mead did not recommend a reduction to WOT’s FY19-20 Biennium Budget, the Joint Appropriations Committee voted to institute a $223,358 reduction. Two budget footnotes have been added to earmark funds—1) Pilot grants for regional marketing efforts totaling $200,000 will be awarded to at least three counties; and 2) a $35,000 grant will be awarded to the local government in Campbell County for an evening of fireworks displays in support of the Pyrotechnic Guild International Fireworks Convention.

B. BFY 17-18 Year End Projections: The BFY17 end of year projections revenue is $733,327 (of which $98,535 must benefit international development). Expenditures total $497,899, leaving a balance of $235,428. The board and staff discussed one-time projects that will have good ROI.

VIII. New Business – The board applauded and thanked Zannie Driskill for her years of service on the Tourism Board. Zannie’s final allowable term has expired.

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

X. Public Comments – There were no public comments.

XI. Executive Session – The board held an Executive Session from 3:55 p.m. to 4:25 p.m.

XII. Adjourn – Upon conclusion of session, C.J. Box motioned and Larry Lloyd seconded to adjourn at 4:28 p.m.; the motion passed unanimously.