Wyoming Tourism Board of Director’s Meeting Minutes  
May 21, 2019  
Jackson, WY – 10:00 a.m.

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

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 10:02 a.m.

II. The meeting minutes from March 4, 2019 were presented for approval. Darren Rudloff motioned to approve the minutes, Christine Hill seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of April 30, 2019. Mike Keller motioned to approve the financials as presented, Mandy Moody-Phillips seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. Madden Preprint Media, LLC – Web CMS, CRM & SMAP – Madden Media 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 the Contractor 1) shall build a new, integrated Content Management System (CMS)/Customer Relationship Management (CRM)/Partner Portal to support TravelWyoming.com; and 2) design, develop, and implement an interactive map (SMAP) application. The new system will allow integration for Wyoming Office of Tourism (WOT); State Parks and Cultural Resources, Outdoor Recreation Office (ORO); and Wyoming Game and Fish Department (G&F) access. All three departments will be users of SMAP and SMAP data will be pulled from WOT/ORO/G&F sources entered on the Partner Portal. Hosting, Maintenance, and technical support along with Search
Engine Optimization (SEO) support are required after all systems are built. This contract shall not exceed $554,650 (to cover all but the SMAP) and shall be for a three-year term commencing July 1, 2019 and expiring June 30, 2022. The SMAP will be an additional $150,000 which will be billed directly to and paid by ORO. This is a budgeted item in Brand Studio. Darren Rudloff motioned to approve the contract, Larry Lloyd seconded; motion passed unanimously.

ii. **Miles Partnership, LLLP – Amendment One – Web Hosting, Maintenance & SEO Date Extension & Transition Services** – The original contract, dated July 23, 2018, required the contractor to provide and implement website hosting, maintenance, Search Engine Optimization (SEO), and management for WOT. Amendment One will 1) extend the expiration date by five months; and 2) set forth terms and conditions by which the contractor will host and maintain an efficient travel website while WOT transitions to the new web vendor. It will be important to utilize SEO best practices for optimization and website performance during the transition. Amendment One also provides a detailed action plan and costs for the transition of TravelWyoming.com and all extranet data for the new integrated CMS/CRM/Partner Portal system. This amendment adds $60,875 to the original contract amount of $126,660 (total contract not to exceed $187,535). Amendment One will expire November 30, 2019. This is a budgeted item in Brand Studio. C.J. Box motioned to approve the amendment, Darren Rudloff seconded; motion passed by a majority vote of seven (7) in favor and one (1) opposed.

iii. **Miles Partnership, LLLP – 2020 Travel Guide Fulfillment** – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall assist Tourism with Fulfillment of the 2019 and 2020 Official Travel Guide (OTG). Fulfillment will include delivery of ordered guides to consumers as well as the strategic distribution of guides to key markets. This contract shall not exceed $69,000, will commence July 1, 2019 and is set to expire June 30, 2020. This contract amount is the same as last year. This is a budgeted item in Brand Studio. Mandy Moody-Phillips motioned to approve the contract, Christine Hill seconded; motion passed unanimously.

iv. **Birdsall, Voss and Associates, Inc. d.b.a. BVK** – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall provide marketing, advertising, promotion and execution services for WOT. This contract shall not exceed $7,907,740, shall commence on July 1, 2019 and expire June 30, 2020. This contract amount is $194,104 more than last year to provide for a deeper media buy, extended brand awareness tactics and addition of a key conversion driver. BVK will also have the added responsibility of conducting the evaluations of future partner co-op programs. This is a budgeted item in Brand Studio. Darren
v. Daniel J. Edelman, Inc. d.b.a. Edelman – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall develop and implement WOT’s public relations plan and outreach strategy. This contract shall not exceed $265,000, shall commence July 1, 2019 and expire June 30, 2020. This contract is $15,000 more for the 12-month time frame due to additional contractor out of pocket expense. This is a budgeted item in Public Relations and Media. Mandy Moody-Phillips motioned to approve the contract, Larry Lloyd seconded; motion passed unanimously.

vi. Real America Marketing Company a.k.a. Rocky Mountain International – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall 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 $334,778, shall commence on July 1, 2019 and expire June 30, 2020. This contract amount is the same as last year. This is a budgeted item in Global Partnerships. C.J. Box motioned, and Darren Rudloff seconded to approve the contract for $334,778 with contract amount edit to Attachment B, Contract Summary, which erroneously stated, “This contract shall not exceed $340,778.” Motion passed unanimously.

vii. Young Strategies, Inc. – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall partner with WOT to build an infrastructure review tool to effectively rate destinations for focused partner efforts; utilize data and research to build out comprehensive coop opportunities and programs; and meet with Lodging Tax Boards and key industry leaders on Strategic Planning. This contract shall not exceed $115,000 and shall be for a three-year term commencing July 1, 2019 and expiring June 30, 2022. This is a budgeted item in Global Partnerships. Darren Rudloff motioned to approve the contract, Mike Keller seconded; motion passed unanimously.

B. Information Only

i. Sheridan County Tourism; Albany County Tourism; and Visit Cheyenne – The purpose of these three (3) contracts is to set forth the terms and conditions by which each contractor shall adequately staff and operate the Sheridan Travel and Tourism Visitor’s Center (Sheridan
County Tourism); Summit Welcome Center (Albany County Tourism); and the Pine Bluff Visitors Center (Visit Cheyenne). No payment shall be made to either party by the other party of each contract as a result of this contract. Each contract shall be effective upon final signature and expire October 15, 2020.

V. New Business

i. Review/Approve Policies of the Wyoming Office of Tourism Board of Directors: Darren Rudloff motioned to approve and adopt Policies of the Wyoming Office of Tourism Board of Directors as discussed during the Board Retreat Agenda; C.J. Box seconded; motion passed unanimously.

ii. State Fair Board Marketing Committee: The board discussed the need to support Mandy Moody-Phillips in her role on the State Fair Board Marketing Committee. It was decided Diane Shober will provide marketing expertise as necessary. Ms. Moody-Phillips and Christine Hill will work together to meet with lodging tax boards and chambers of commerce.

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

VII. Public Comments – There were no public comments.

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

IX. Adjourn – Upon conclusion of the session, Darren Rudloff motioned, and Mandy Moody-Phillips seconded to adjourn at 11:01 a.m.; the motion passed unanimously.