Wyoming Tourism Board of Director’s Meeting Minutes
April 17, 2018
Thermopolis, WY – 8:30 a.m.

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

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

Guests Present: Kevin Skates – Superintendent, Hot Springs State Park; Ike Eastman – Chairman, ENDOW Recreation and Tourism Sub-committee; and Amanda Moeller – Hot Springs County Lodging Tax Board member and Tourism Director.

I. Chairman, Darren Rudloff, called the meeting to order at 8:35 a.m.

II. The meeting minutes from February 25, 2018 were presented for approval. Jim Waldrop motioned to approve the minutes, C.J. Box seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of March 31, 2018. Angie Guyon motioned to approve the financials as presented, Mandy Moody-Phillips seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. Birdsall, Voss & Associates, Inc., d.b.a. BVK – The purpose of this contract is for the Contractor to provide marketing, advertising, promotion and execution services, and provisions related to the use of Governor Elect’s facsimile signature for the 2019 Governor’s Conference on Hospitality and Tourism. This contract shall not exceed $7,713,636, 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 Brand Studio. Christine Hill motioned to approve this contract as presented, Mandy Moody-Phillips seconded; motion passed unanimously.

ii. Miles Partnership, LLLP – Development – The purpose of this contract is for Contractor to continue to improve website functionality as identified in “areas of improvement” through the Traffic Digital UX Site Experience Analysis. This contract shall not exceed $60,000, shall commence on July 1, 2018 and
expire June 30, 2019. This contract amount will build on the work started with Amendment Two to the most recent contract which expires June 30, 2018. This is a budgeted item in Brand Studio. C.J. Box motioned to approve this contract as presented, Larry Lloyd seconded; motion passed unanimously.

iii. **Miles Partnership, LLLP – Hosting, Maintenance, Reporting and SEO** – The purpose of this contract is for Contractor to provide monthly services for website hosting, maintenance, reporting and SEO (Search Engine Optimization) services for Wyoming Office of Tourism (WOT). This contract shall not exceed $128,160, shall commence on July 1, 2018 and expire June 30, 2019. The contract amount is $5,960 more than last year due to an increase in hosting fees as of January 1, 2018. This is a budgeted item in Brand Studio. Angie Guyon motioned to approve this contract as presented, Jim Waldrop seconded; motion passed unanimously.

iv. **Real America Marketing, d.b.a. Rocky Mountain International (RMI) – Amendment Two** – The purpose of this Amendment is to add $185,000 to the existing contract. Through the in-market representation in Germany and the UK, Amendment Two allows WOT participation in co-op partnerships with FTI—the fourth largest tour operator in Germany; and Selling Travel—the UK’s top travel trade magazine. This amendment allows added promotion of the state which will strengthen Wyoming's relationships with these top operators to leverage even more product listings and promotions going forward. In addition, Amendment Two allows flight reimbursement for post IPW familiarization tours (fams) and funding for two media fams to be hosted in June 2018. This amendment adds $185,000 to the original contract amount of $430,778 (total contract not to exceed $615,778) and extends the expiration date of the original contract and amendments from June 30, 2018 to June 30, 2019. This is a budgeted item in Global Sales and Services. C.J. Box recused himself from the vote; Christine Hill motioned to approve this amendment as presented, Angie Guyon 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.

v. **Wyoming Business Council** – The purpose of this Interagency Agreement is to set forth the terms and conditions by which the Contractor shall provide human resources (HR) and information technology (IT) support to Tourism. This agreement shall not exceed $144,000.00 ($72,000 per year), shall commence July 1, 2018 and expire June 30, 2020. This contract amount is $12,000 less than the previous biennium due to Tourism taking on more responsibility in-house. This is a budgeted item in Administration. Jim Waldrop motioned to approve this amendment as presented, C.J. Box seconded; motion passed unanimously.
B. Information Only

i. **The Coraggio Group, Inc.** – The purpose of this Contract is to set forth the terms and conditions by which Contractor shall assist Tourism staff and board with alternate funding planning at a retreat involving the joint boards of Tourism, Wyoming Lodging & Restaurant Association (WLRA) and Wyoming Travel Industry Coalition (WTIC). This contract shall not exceed $15,500.00, shall commence upon final signature and expire December 31, 2018.

ii. **City of Riverton – Air Service Visitor Targets** – This contract is the result of the Technical Assistance Co-op Program (TACP). Contractor will utilize Nielsen/Claritas data to identify highest potential customers for the Wind River Country from the Denver Metro Area. This contract shall not exceed $5,000 and is set to expire June 30, 2018. This is a budgeted item in Strategic Partnerships.

iii. **Yellowstone National Park & Grand Teton National Park – Visitor Study** – These two separate contracts are the result of the TACP. In response to challenges associated with evolving visitation to the parks, Contractors will partner to utilize The Charture Institute and Streetlight Travel Data to study visitor characteristics in an effort to better protect resources while providing a quality visitor experience. Each contract shall not exceed $5,000 and are each set to expire June 30, 2018. These are budgeted items in Strategic Partnerships.

iv. **Sublette County Visitor Center – Tourism Ambassador Program** – This contract is the result of the TACP and will allow the Contractor to design and implement a Tourism Ambassador Program as part of its tourism development initiatives. This contract shall not exceed $4,729 and is set to expire June 30, 2018. This is a budgeted item in Strategic Partnerships.

v. **Wind River Intertribal Transportation Department – Tribal Tourism Department** – This contract is the result of the TACP and will allow Contractor to obtain consultation to develop a plan for a Wind River Tribal Tourism Department. This contract shall not exceed $5,000 and is set to expire June 30, 2018. This is a budgeted item in Strategic Partnerships.

vi. **Sweetwater County Joint Travel & Tourism Board – Gateway Sign** – This contract is the result of the TACP. Contractor will design, produce and install a Green River Gateway Welcome Sign. This contract shall not exceed $5,000 and is set to expire June 15, 2018. This is a budgeted item in Strategic Partnerships.

vii. **Goshen County Economic Development Corporation – Wayfinding Signage** – This contract is the result of the TACP. Contractor will design, produce and install two wayfinding signs in visitor parking areas. This contract shall not exceed $3,320 and is set to expire June 1, 2018. This is a budgeted item in Strategic Partnerships.
viii. Casper Area Convention & Visitors Bureau – Consulting Fees – This contract is the result of the TACP. Contractor will procure a consulting firm to help refocus organization for optimal performance. This contract shall not exceed $5,000.00 and is set to expire June 1, 2018.

V. Endow Outdoor Recreation and Tourism Subcommittee – Ike Eastman reported the sub-committee, comprised of fifteen (15) members from different segments of the industry, was appointed as a result of Outdoor Recreation and Tourism’s seat among the top five pillars of Wyoming’s economy. The sub-committee has been tasked with bringing between two to five initiatives to the next legislative session and was able to move forward based on the findings and recommendations of a previously appointed task force. Outdoor Recreation and Tourism, which are traditionally separated, have been found to parallel and “touch” in many areas. Specific sub-committee recommendations are still in process and yet to be decided. Executive Director Shober will be involved in sub-committee discussions.

VI. Board Discussion – Hot Springs County Tourism – The board was appreciative of the efforts of Angie Guyon and Amanda Moeller in organizing the mini-fam tour of the Hot Springs County area. It was helpful in recognizing the amazing potential and many of the challenges the county faces when considering ways to grow the tourism economy. WOT and industry role will be to support, locally, those who are invested in positive change for the long haul—acknowledging that efforts will only have lasting impact with initiation at the local level. Angie Guyon shared that the Dinosaur Center is now working with a firm for fundraising efforts with the goal of having the new center up and running in four years.

VII. Executive Director’s Report

A. Year End Budget Projections – As of the date of the meeting, the BFY17 end of year projections are $109,640. Staff recommendations for the remaining funds will be finalized by mid May.

B. Legislative Session Follow Up – In addition to WOT budget reductions for FY19-20 of $233,358 and two budget footnotes earmarking funds for 1) pilot grants totaling $200,000 for regional marketing efforts in at least three counties in Wyoming’s southwest region; and 2) $35,000 to local government in Campbell County for an evening of fireworks in support of Pyrotechnic Guild International Fireworks Convention, two bills were passed. Senate File 45 establishes the State Fair Board and mandates WOT Executive Director’s involvement as a non-voting member of committee and that, “The Wyoming tourism board shall promote the annual state fair throughout the state of Wyoming and adjoining states.” Senate File 40 establishes Wyoming Commercial Air Service Improvement and requires WOT Executive Director’s involvement as a non-voting member of committee.

The board had lengthy discussion surrounding the pilot grants for the southwest region. To protect the overall integrity of WOT’s marketing plan, C.J. Box motioned to adopt a board statement: “The WOT Board – per statutory authority – requires the regional tourism pilot marketing plan to be submitted for approval prior to disbursement of any funds.” Jim Waldrop seconded; motion passed unanimously.
C. Joint Boards Retreat – WOT, Wyoming Travel Industry Coalition (WTIC) and Wyoming Lodging and Restaurant Association (WLRA) boards will convene on May 9th and 10th, 2018, in Casper at the Ramkota Hotel to explore alternative funding formulas for sustaining a statewide tourism marketing program.

VIII. New Business – There was no new business to discuss.

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

X. Public Comments – There were no public comments.

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

XII. Adjourn – Upon conclusion of session, Chairman Rudloff encouraged board member outreach to Lodging Tax Boards by attending local meetings. C.J. Box motioned, and Jim Waldrop seconded to adjourn at 11:37 a.m.; the motion passed unanimously.