Wyoming Tourism Board of Director’s Meeting Minutes
December 4, 2017
Cheyenne, WY – 7:30 a.m.

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

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

I. Chairman, Darren Rudloff, called the meeting to order at 7:37 a.m.

II. The meeting minutes from November 6, 2017 were presented for approval. John Rutter motioned to approve the minutes; Mandy Moody-Phillips seconded; motion passed unanimously.

III. Contracts

A. For Approval

i. Miles Partnership, LLLP – Printed & Digital Official Travelers Journal (OTJ): Miles Partnership was the successful bidder on the recent Request for Proposal (RFP) for this contract. The purpose of this contract is for the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2019 Wyoming Official Travelers Journal (OTJ). Production of the digital inspiration guide includes the conception, design and printing of 400,000 printed guides as well as the production and implementation of an interactive digital guide to be hosted on travelwyoming.com. This contract shall not exceed $118,000 and is set to expire December 31, 2018. (Miles also proposed added value printed and digital pieces that will be of no additional cost to Wyoming Office of Tourism [WOT]. Details to be negotiated.) This contract amount has been the same since FY10. This is a budgeted item in Brand Studio. C.J. Box motioned to approve this contract as presented; Mandy Moody-Phillips seconded; motion passed unanimously.

ii. Miles Partnership, LLLP – Fulfillment: Miles Partnership was the successful bidder on the recent RFP for this contract. The purpose of this contract is to set forth the terms and conditions by which the Contractor shall assist Tourism with Fulfillment of the 2018 and 2019 OTJ. 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 and is set to expire June 30,
2019. This contract amount is $30,000 less than last year. This is a budgeted item in Brand Studio. John Rutter motioned to approve this contract as presented; Jim Waldrop seconded; motion passed unanimously.

iii. Rocky Mountain International (RMI) – Amendment One: Through the in-market representation in Germany, Italy, France, Australia, the Benelux, and the United Kingdom (UK), WOT is doing co-op partnerships with 12 of the top tour operators across these markets. (Breakdown: Australia- 1; UK - 2; Benelux -1; Italy-2; France-3; Germany-3) Wyoming will be a featured partner and promoted directly to their clients as well as through consumer shows, tour operator websites, and brochure distribution (80,000 in-language guides) throughout the promotional period. This amendment allows added promotion of the state which will strengthen Wyoming's relationships with these top operators, which will then be used to leverage even more product listings and promotions going forward. This amendment adds $90,000 to the original contract amount of $340,778 (total contract not to exceed $430,778). This amendment will expire when the original contract is set to expire on June 30, 2018. This is a budgeted item in Global Sales and Services. C.J. Box abstained himself from the vote; Jim Waldrop motioned to approve this amendment as presented; Angie Guyon seconded; motion passed unanimously.

B. Information Only
   i. Hot Springs Travel & Tourism – 2017 Lodging-Visitor Analysis Study: This contract is the result of the Technical Assistance Co-op Program (TACP). Contractor will partner with Young Strategies, Inc. to perform an analysis of Thermopolis's lodging occupancy and performance metrics to identify sales and marketing strategies to deliver increased room demand year-round and higher return on investment (ROI). The contract shall not exceed $5,000 and is set to expire March 31, 2018. This is a budgeted item in Strategic Partnerships.

   ii. Miles Partnership, LLLP – Ad Sales: This contract was moved to the January 2018 agenda.

IV. Executive Director’s Report: Diane Shober

A. Alternate Funding: Director Shober noted that the latest draft of the proposed legislation reflects the title “leisure and hospitality tax,” to align with the NAICS codes; states effective date of January 1, 2019; and allows for a ceiling of 3% growth. It is necessary for the WOT board to work on a policy on how WOT will establish a one-year reserve. This will be addressed on the January, 2018 board meeting agenda.

B. Biennium Year-End Projections: Nearing the close of the second year of the biennium (June 30, 2018), WOT is presently taking a look at where year-end funds should be used. Director Shober recommends the projected $300,000 be allocated to additional media buy through an amendment to WOT’s contract with Birdsall, Voss and Associates (BVK).

C. FY19-20 Biennium Budget Update: Governor Mead did not recommend the tourism budget have the additional cuts of $223,358 from WOT’s FY19-20 Biennium Budget.
D. National Park Service (NPS) Comment on Fee Increase: Tia Troy, WOT’s Public Relations and Media Manager; and Cameron Ross, Strategic Partnerships Sr. Manager, have drafted a statement from the Wyoming Office of Tourism regarding the proposed fee increase from the NPS. The document includes a request to NPS to consider multi-faceted sources of income and fundraising; the need for supporting research on fee increases; concerns surrounding the probable negative impact the fee increases would have on surrounding small business economy; and overall negative consequences on park visitors and even on park employees. A long-term, comprehensive strategy for budgetary shortfalls is needed. John Rutter motioned that the board submit the statement by the December 22, 2017 submission deadline with additional, clarifying language regarding small motor vehicle park traffic increasing due to significant increase in commercial entrance fees to businesses conducting guided tours; Jim Waldrop seconded; motion passed unanimously. Once finalized, the statement will be submitted to congressmen and senators.

V. Marketing Advisory Committee: Christine Hill, Board appointed Chair of the Marketing Advisory Committee, worked with WOT’s Michell Howard and Kristin Dialessi to update the committee’s guidelines. The board discussed the make up of the committee. John Rutter motioned to adopt the guidelines as submitted but with the addition of two (2) committee members representing lodging tax boards: one (1) from greater than $500,000 revenue and one (1) from below $500,000 revenue; Angie Guyon seconded; motion passed unanimously.

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 session, C.J. Box motioned and John Rutter seconded to adjourn at 9:57 a.m.; the motion passed unanimously.