Wyoming Tourism Board of Director’s Meeting Minutes
June 18, 2018
Conference Call – 3:00 p.m.

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

**Staff Members Present:** Diane Shober, Anita Benton, Kristin Dialessi, Michell Howard, Kim Koester and Cameron Ross.

I. Chairman, Darren Rudloff, called the meeting to order at 3:01 p.m.

II. The meeting minutes from April 17, 2018 were presented for approval. C.J. Box motioned to approve the minutes, Mike Keller seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of May 31, 2018. Jim Waldrop motioned to approve the financials as presented, Christine Hill seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. **Birdsall, Voss & Associates, Inc., d.b.a. BVK – Amendment Two** – The original contract, dated June 27, 2017, required the contractor to provide marketing, advertising, promotion and execution services for the Wyoming Office of Tourism (WOT). Amendment One, dated January 29, 2018, added $300,000 to the contract for these services. Amendment Two adds $100,000 to the existing contract amount of $8,013,626 (total contract not to exceed $8,113,636) to provide the incremental budget needed to execute an expanded scope of work for the 2019 summer campaign production and deepen current media buy to impact the remainder of 2018. Amendment Two will expire when the original contract is set to expire on June 30, 2018. This is a budgeted item in Brand Studio. To ratify a board vote taken electronically on May 21, 2018, C.J. Box motioned to approve this amendment as presented, Christine Hill seconded; motion passed unanimously.

ii. **Daniel J. Edelman, Inc., d.b.a. Edelman – Amendment One** – The original contract, dated April 13, 2018, required Contractor to develop and implement a media relations/public relations (PR) program for Tourism. Amendment One
will provide additional funding to more strongly leverage the women's suffrage anniversary PR efforts and provide additional lift for PR editorial and influencer outreach support in Canada and Mexico. This amendment adds $30,000 to the original contract amount of $334,000 (total contract not to exceed $364,000). Amendment One will expire when the original contract is set to expire on June 30, 2019. This is a budgeted item in Public Relations and Media. To ratify a board vote taken electronically on May 21, 2018, Christine Hill motioned to approve this contract as presented, Jim Waldrop seconded; motion passed unanimously.

B. Information Only

i. **College Cowboy Marketing Program** – WOT agrees to pay eight (8) state colleges $10,000 for Operations/Sponsorship of the College Rodeo Program sanctioned rodeo; and $7,500 for scholarship opportunities. Each college shall receive a total of $17,500 (total program $140,000). These agreements are for the 2018/2019 school year. Each agreement shall commence August 1, 2018 and expire July 31, 2019. This is a budgeted item in Cowboy Marketing. The colleges are:

- Casper College
- Central Wyoming College
- Eastern Wyoming College
- Laramie County Community College
- Northern Wyoming Community College - Gillette
- Northern Wyoming Community College - Sheridan
- Northwest Community College
- University of Wyoming

The Board elected to vote on the College Marketing Program as a whole. Jim Waldrop motioned to approve the agreements as presented, C.J. Box seconded; motion passed unanimously.

ii. **Aries Marketing Solution** – Aries Marketing Solution was the successful bidder on the recent Request for Proposal (RFP) for in-market Japanese tourism development. Aries will provide valuable insight and engagement to the Japanese market ranging from public and media relations, travel trade relations, reporting, tour product analysis and overnight bookings. This insight will allow the office to better market and promote Wyoming tourism in this stable international market as well as justify investments into the market. WOT will work directly with South Dakota Tourism with Aries to keep contract cost minimal. This contract shall not exceed $23,430, shall commence on July 1, 2018 and expire June 30, 2019. This is a budgeted item in Global Sales and Services.

iii. **Salmon Valley Stewardship – Branded Entertainment** – This contract opportunity will allow the nonprofit organization, Salmon Valley Stewardship, to partner with More Than Just Parks and the U.S. Forest Service, to produce a
multi-media package for Bridger Teton National Forest—the first project as part of a nation-wide campaign to promote each national forest in the country. WOT will share ownership of all content with logo on the film and all marketing materials. This contract shall not exceed $15,000 and shall expire June 30, 2019. These funds are out of the remaining Film Industry Financial Incentive (FIFI) funds. This is a budgeted item in Strategic Partnerships.

V. Marketing Advisory Committee Update – Michell Howard, Sr. Director of Brand Strategy, highlighted feedback from the committee’s April 2018 conference call targeting four topics: audience insights, target markets, partner coops and other potential WOT partnerships. This feedback was taken to the Evanston Vendor Summit later that month with the purpose of integrating efforts across WOT’s contracted agencies and incorporating industry partner feedback in the planning phase for 2018/2019. Committee follow up work from the summit included sub-committee discussion groups culminating in a summary report of recommendations for markets, partner co-ops and partnerships. Christine Hill asked that Ms. Howard forward the entire report to the board.

VI. Executive Director’s Report

A. BFY19/20 Supplemental Budget – Due to board discussion surrounding WOT’s need for marketing expansions to stay competitive on a regional and national level; and the ongoing pursuit of alternative funding to do so, C.J. Box motioned to move forward with a $2.5 million supplemental budget request; Mandy Moody-Phillips seconded; motion passed unanimously. Executive Director Shober will lead WOT’s Leadership Team in finalizing the formal supplemental budget request, with supporting documentation, for board approval—prior to the deadline for submittal to the Budget Office on August 31, 2018.

B. BFY17 End of Year Budget – As of the date of this meeting, the BFY17 end of year projections are $4,459.

C. Management Audit Committee Research Request – The Legislative Service Office (LSO) was asked to prepare research on WOT by the Management Audit Committee of the Wyoming Legislature. In early May, LSO asked WOT to submit a written response to questions and information requests by June 15, 2018. The full report was provided to the board for review. C.J. Box noted the report was well done and comprehensive; Jim Waldrop thanked WOT staff for being so thorough.

D. $200,000 Budget Footnote – Director Shober led the board through possible WOT budget scenarios to accommodate the $200,000 Southwest Wyoming Pilot Regional Grant program that was adopted in the biennium budget. Ms. Shober and Kristin Dialessi, WOT Brand Integration Sr. Manager, will meet with Senator Dockstader and regional industry partners in July to further discuss how the program will be implemented.

VIII. New Business – There was no new business to discuss.
IX. Old Business – Chairman Rudloff thanked the board for their participation in the Thermopolis area familiarization tour in April 2018. Angie Guyon and Amanda Moeller’s efforts and planning were much appreciated and worthwhile.

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, C.J. Box motioned, and Jim Waldrop seconded to adjourn at 4:06 p.m.; the motion passed unanimously.