Wyoming Tourism Board of Director’s Meeting Minutes  
November 28, 2018  
Cheyenne, Wyoming – 2:00 p.m.

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

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

I. Chairman, Jim Waldrop, called the meeting to order at 2:00 p.m.

II. The meeting minutes from October 10, 2018 were presented for approval. Mandy Moody-Phillips motioned to approve the minutes, Mike Keller seconded; motion passed unanimously.

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

IV. Contracts
   A. Information Only
      i. The Mainz Group LLC, d.b.a., Zoom Information Systems – The purpose of this Contract is to set forth the terms and conditions by which Contractor shall provide independent WIFI hotspots and operation and maintenance services at the Northeast Wyoming Welcome Center. This contract shall not exceed $8,598.60, shall commence upon final signature and expire December 31, 2021. This is a budgeted item in Northeast Welcome Center.

V. Executive Director’s Report
   A. Biennium Budget Update: Executive Director, Diane Shober, noted that Governor Mead’s budget is due to the legislature December 1, 2018. There is no present indication of whether he included Tourism’s proposed supplemental budget request as recommended by the Budget Office. The board had lengthy discussion surrounding budget scenarios.
B. Employee Engagement – Key Objective: Ms. Shober highlighted the FY19/FY20 Strategic Clarity Overview’s strategic area of focus of ensuring organizational excellence through the key objective of establishing a consistent strategy for employee engagement.

Specific targets include continued management training; investment of more experiential learning in place of traditional classroom learning; exploration and establishment of mentoring networks for all staff; seeking all-staff engagement in re-imagining the use of the Tourism’s present three-member “WOT Squad” (established in 2014 to facilitate staff engagement and learning); executive coaching; and exploration of companies and organizations to provide thoughts and best practice.

VI. Director’s Reports

A. Brand Studio – 2019 Creative – Summer Campaign: Michell Howard, Sr. Director of Brand Strategy, presented summer 2019 draft creative content rolled out from a production trip to Yellowstone National Park and Grand Teton National Park earlier this year. The board was enthusiastically receptive of the quality of work. C.J. Box asked that Ms. Howard follow up with BVK, WOT’s Agency of Record, about the possibility of additional clarifying content on the long-form video titled “Everyone Belongs in the Tetons.”

Ms. Howard pointed out that, due to budget constraints, winter assets will be refreshed and expanded from a production trip winter 2019-2020.

B. Global Partnerships

i. 2019 Partnerships Initiatives: James Scoon, Director of Global Partnerships, has been working with his team on the Strategic Clarity Overview objective of growing the visitor economy and maximizing the impact of WOT’s partnerships.

Mr. Scoon presented the opportunity to contract with Berkeley Young of Young Strategies for facilitation of an industry partnership program. Mr. Young conducted his first Wyoming community assessment nearly thirteen years ago. The new work would involve County Assessments – collection of new data to enrich historical data; and identifying additional industry needs – assistance for partners and connection to tools and methods. The main goal would be to provide opportunity for a deeper understanding of how to actively engage/connect with partners and facilitate their success by establishing a statewide perspective.

Chairman Waldrop requested that James speak with Chris Brown of Wyoming Lodging and Restaurant Association (WLRA) and Wyoming Travel Industry Coalition (WTIC) to clarify WOT’s role will not conflict with WLRA and WTIC roles.
ii. Department Staffing: Mr. Scoon clarified the merge of the Strategic Partnerships team into the Global Sales and Services Department, collectively now known as Global Partnerships. The team is handling domestic and international industry relationships and partnerships. After an interview process, Amy Larsen has been hired to fill the department’s open Sr. Coordinator position.

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

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

IX. Public Comments – There were no public comments.

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

XI. Adjourn – Upon conclusion of the session, Darren Rudloff motioned, and Christine Hill seconded to adjourn at 4:10 p.m.; the motion passed unanimously.