Wyoming Tourism Board of Director’s Meeting  
January 29, 2017  
Little America Hotel & Resort, Teton Room; Cheyenne, WY  
1:00 p.m.

Tourism Board Members Present: Darren Rudloff (Chairman), Jim Waldrop (Vice Chairman), C.J. Box, Zannie Driskill, Mark Kupke, Mandy Moody-Phillips, Sandy Newsome and John Rutter.


Guests Present: Brian Ganther, Victoria Simmons and Bridget Wirth, BVK; Leslie Holbrook, April Ingle and Neil Mortine, Fahlgren Mortine; Kent Elliott, Jackson Hole Chamber of Commerce; Hannah Hintz and Jim Wilkinson, Miles Media; Jackie Bredthauer, Niobrara County Chamber of Commerce; River Pilot.

I. Chairman, Darren Rudloff, called the meeting to order at 1:03 p.m. New WOT staff introductions were made: Tia Troy, PR and Media Manager; Amanda Sherlin, Content Marketing Manager; Charles Lammers, Creative Assets Manager; Abigail Martin, Brand Partnerships Sr. Coordinator; Jordan Campbell, SE Welcome Center Specialist; and Kim Koester, Business Services Sr. Coordinator.

II. The meeting minutes from November 21, 2016 were presented for approval. Sandy Newsome motioned to approve the minutes as presented, Zannie Driskill seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented the financials as of December 31, 2016. John Rutter motioned to approve the financials as presented, Zannie Driskill seconded; motion passed unanimously.

IV. Contracts:

A. APPROVAL:

i. **Teton Gravity Research – 2017 Ski and Snowboard Film Tram One Shot** – The Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Teton Gravity Research and has
recommended approval at 12% for a total reimbursement of up to $84,000. The total estimated spending in Wyoming is $700,000. This project is a ski and snowboard film that will present Wyoming to the largest market in the world who are hungry for the spirited portrayal of the west on the big screen. A long list of featured athletes will be highlighted in the film. The film will be shot in various locations around the world, including featured Wyoming locations of Jackson Hole, Teton Valley, and Grand Teton National Park. This contract is set to expire June 30, 2018. John Rutter motioned to approve this contract as presented, Mark Kupke seconded; motion passed unanimously.

ii. **Gunwerks, LLC – Long Range Pursuit** – The Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Gunwerks, LLC and has recommended approval at 12% for a total reimbursement of up to $63,164. The total estimated spending in Wyoming is $526,360. This project is a television show that features long range hunting in Wyoming with a goal to emphasize ethical hunting as they educate and entertain their audience through hunting expeditions, shooting tips, techniques and tricks both at the range and in the field. Distribution will consist of Sportsman Channel, Pursuit Network, Wild TV, and YouTube. This contract is set to expire June 30, 2018. Sandy Newsome motioned to approve this contract as presented, Zannie Driskill seconded; motion passed unanimously.

iii. **Miles Media Group, LLLP – Development – Amendment One** – This amendment shall expand the scope of the contract to add Website Hosting, Maintenance and Management duties and to extend the expiration date from May 31, 2017 to June 30, 2018. The original contract is for the Contractor to provide and implement website development for TravelWyoming.com. Due to the early launch of the new website there are additional months of hosting, maintenance and management needed. The date extension will allow for additional time for Phase Two development priorities. This contract shall not exceed $535,000. Jim Waldrop motioned to approve this contract as presented, Mandy Moody-Phillips seconded; motion passed unanimously.

B. **INFORMATION ONLY:**

i. **Wells Fargo – Stage Coach Photo Shoot** – The Wyoming Film Industry Financial Incentive (FIFI) Committee has reviewed the application from Wells Fargo and has recommended approval at 12% for a total reimbursement of up to $26,400. The total estimated spending in Wyoming is $220,000. This project is a television commercial partially shot in Wyoming airing on major networks, and a print advertisement that appeared in the Washington Post, New Yorker, Economist and Bloomberg, all shot at the Turtle Ranch, in Dubois, Wyoming. The contract is set to expire on June 30, 2017.
ii. **Media Valet, Inc. – Amendment One** – This amendment shall extend the expiration date from October 31, 2017 to January 31, 2018. The original contract is for Contractor to provide a secure, user-friendly, cloud-based digital asset management system which allows access to the many photo assets Tourism has to offer. Due to the contract not being executed as quickly as hoped, it is necessary to extend the contract in order to get a full year of service. This contract shall not exceed $14,500.

iii. **The Coraggio Group, Inc.** – The Contractor shall assist Tourism to refresh the Strategic Plan for 2018-2020 and to provide Leadership Development for the staff and board. This contract shall not exceed $30,000, shall commence upon final signature and expire December 31, 2017.

V. **Director’s Report:**

A. Brand Integration Senior Manager, Kristin Phipps, highlighted efforts to maximize the potential of this summer’s eclipse and an upcoming campaign involving HGTV’s program Tiny House Hunters. Summer media budget savings will be allocated back to media buy-in. She introduced Brian Ganther, Executive Creative Director for BVK.

i. **BVK Summer 2017** – The summer 2017 “That’s WY” ad campaign reflects the third major production BVK has done for WOT and focused on the Northeast corner of the state. A presentation of video and print ad productions received an enthusiastic response from the Board.

ii. **BVK Economic Development** – Governor Mead believes the tourism industry is the first road to economic development and that selling a destination crosses all industries. BVK unveiled its video production for Governor Mead’s ENDOW initiative which successfully demonstrates that Wyoming is a great place to relocate a business, start a business, live, work and play. Chairman Rudloff suggested researching the possibility of additional footage integrating more of the business community.

B. Director of Global Sales & Services, James Scoon, shared that production of ten new in-language guides (seven in print and digital formats: Chinese, English, French, German, Italian, Japanese and Spanish; three in digital format only: Hindi, Korean and Portuguese) has been completed. There will be digital version sites for all languages tied to RMI and Brand USA sites to drive traffic. Focus is on general information statewide and Trade focused with expansion in consumer outreach as travel agents distribute guides.

i. **RMI Global Branding** – Brand recognition and outreach are in consideration. Wyoming, North Dakota, South Dakota and Montana are collectively known as “The Real America” – a label which is resonating with consumers.

ii. **IITA/National Parks Initiative** – While visitation to Yellowstone and Grand Teton National Parks has increased, staffing and infrastructure have not. Park officials have talked about limiting the number of visitors as one of many solutions. In discussions with Superintendents from Yellowstone
and Grand Teton National Parks it was decided the Wyoming Office of Tourism should initiate a conversation at a national level in order to engage industry with National Park Services to explore mutually beneficial solutions.

VI. Executive Director’s Report – Diane Shober

A. Legislative Update:
   i. Budget – Executive Director Shober reviewed the budget reductions as approved by the Tourism Board November 21, 2016 and testified to before the Joint Appropriations Committee (JAC), January 14, 2017. There has been discussion among the JAC regarding reductions in the 100 series but at this point it doesn’t seem likely.
   ii. SF 24 Film Industry Financial Incentive Program (FIFI) – The FIFI legislation passed in the Senate with 10 no’s and 20 yes’s. It will now go before the House. The Sunset date has been removed from the language.

B. Strategic Planning/Board Retreat: The Board agreed to meet on March 9th and 10th in Casper. After a brief Tourism Board meeting orienting three new board members, the remaining time will be spent in joint planning with WLRA and WTIC boards discussing funding.

C. Research Review:
   i. Dean Runyan Economic Impact Analysis Report – 2016 preliminary numbers showed there were:
      - 8.6 million overnight visitors;
      - $3.2 billion in direct travel generated expenditures;
      - $170 million in travel-generated local and state tax receipts;
      - 31,500 full time travel-supported jobs, representing 13% of Wyoming’s work force; and
      - $883 million in earnings.
      Final impacts along with county break-outs will be available in April, 2017.
   ii. SMARI Advertising Effectiveness and ROI Report – WOT changed nearly every component of its marketing for 2016, and it paid off considerably. The result is more than $1.2 billion in influenced visitor spending and comes at the same time there was less investment in the summer campaign. This returns $275 in visitor spending for every $1 invested in paid media leveraging an increase in ROI of 36%. According to SMARI, the new executions are considered to be in the top 10% of all DMO marketing at communicating the intended messages. Overall the campaign generated 13.5% more influenced trips than in 2015.

VII. New Business:

A. John Rutter suggested the Wyoming map in the in-language guides could be improved and thinks there should be more focus on rodeo events.
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 session, Darren Rudloff applauded Mark Kupke and Sandy Newsome, thanking them for their service on the Board. Sandy Newsome motioned and Mark Kupke seconded to adjourn at 3:57 p.m.; the motion passed unanimously.