I. Welcome – Board and Staff Roll Call/Board Updates

Sandy Newsome

II. Approval of Minutes from January 14, 2016

III. New Staff Introductions

Diane Shober

IV. Financials

Anita Benton

V. Contracts:
A. For Approval:
   i. BVK – Amendment One - $400,000 $8,900,000.00
   ii. Dean Runyan – Economic Impact/Visitor Volume – 5 year $363,000.00
   iii. SMARInsights – Ad Awareness Research/Domestic Overnight Visitation – 3 year $195,500.00

B. Information Only:
   i. Charles Craighead, Amendment One – Date Extension $25,000.00
   ii. National Circuit Finals Steer Roping $10,000.00
   iii. Park County Travel Council – Visitor Intercept Survey – Technical Assistance Program $5,000.00
   iv. Lander Chamber of Commerce – Wayfinding Signs – Technical Assistance Program $5,000.00
   v. Park County Travel Council – Lodging Survey – Technical Assistance Program $3,750.00
   vi. Pinedale Travel and Tourism – Summer Promotional Video – Technical Assistance Program $3,500.00

VI. Director’s Reports:
A. Michell Howard, Sr. Director, Brand Strategy
B. Kristin Phipps, Brand Integration Sr. Manager

VII. Executive Director’s Report

Diane Shober
A. Budget
B. JAC and Legislative Update
C. Balanced Score Card FY17-FY18
D. March 2016 Tourism Board Meeting

VIII. New Business

IX. Old Business
X. Public Comments

XI. Executive Session

XII. Adjourn