Wyoming Tourism Board of Director’s Meeting Minutes
October 11, 2017
Saratoga, WY – 10:00 a.m.

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

Staff Members Present: Diane Shober, Anita Benton, Kristin Dialessi, Jennifer Griswold, Michell Howard, Kim Koester, Abigail Martin, Becky Ward and Jeanett Wolff.

Guests Present: Mike Armstrong, Saratoga Sun; Stacy Crimmins, Saratoga/Platte Valley Chamber of Commerce; Jackie Dorothy, Wind River Casino/Arapaho Tribe; Hannah Hintz, Miles Partnership; and Barbara Stafford, Wyoming Associations of Government Affairs Network (WAGAN).

I. Chairman, Darren Rudloff, called the meeting to order at 10:05 a.m.

II. The meeting minutes from August 14, 2017 were presented for approval. C.J. Box motioned to approve the minutes as presented; Mandy Moody-Phillips seconded; motion passed unanimously.

III. Financials: Anita Benton, Director of Business Operations, presented financials as of September 30, 2017. Jim Waldrop motioned to approve the financials as presented; Christine Hill seconded; motion passed unanimously.

IV. Contracts

A. INFORMATION ONLY
   i. Clint Nelson — Contractor will support WOT’s ongoing interactive projects while the Interactive Manager is on extended leave. Duties include facilitating and managing the current User Experience/User Interface (UX/UI) study, monitoring ongoing web-development projects, and providing support as needed for the Brand Integration team on day-to-day interactive needs including content optimization, leads management, and Search Engine Optimization (SEO) support. The total contract shall not exceed $10,000 and is set to expire January 31, 2018. This is a budgeted item in Administration/Tourism Initiatives.
B. FOR APPROVAL
i. Wyoming Travel Industry Coalition (WTIC) — The Contractor shall act as a communication link between WOT and the Wyoming tourism industry. Contractor shall communicate with the tourism industry via wyotravel.org website and link to travelwyoming.com and travelwyoming.com/industry and act as a liaison with Lodging Tax Boards on behalf of WOT. During year two of the contract, the Contractor will conduct a Private Sector Survey. This is a two-year contract at the base rate of $45,000 per year. The total contract shall not exceed $90,000 and is set to expire December 31, 2020. This is a budgeted item in Administration/Business Operations. C.J. Box motioned to approve this contract as presented; Jim Waldrop seconded; motion passed unanimously.

V. Executive Director’s Report: Diane Shober
A. FY19/FY20 Biennium Budget: WOT’s proposed budget was submitted to the Wyoming Department of Administration and Information (A&I) – Budget Division, by the August 31st deadline. It was reviewed on September 22nd in a meeting Director Shober and Anita Benton had with Chief of Staff, Kari Gray, and Budget Division staff Kevin Hibbard, Joyce Hefenieder and Jenny Dockter.

B. Strategic Clarity Overview: The entire staff worked hard to produce the Strategic Clarity Overview document which details strategic areas of focus, key objectives and key strategic initiatives.

C. Alternative Funding Update
i. Cost Allocation — Director Shober and Anita Benton met with A&I Budget Division staff to review budget transition details to determine the overhead WOT would take on if the alternative funding from the proposed tourism tax is approved and WOT is no longer funded through the General Fund.

ii. Draft Legislation — A bill relating to the proposed tourism tax is expected to be introduced in late November.

D. Marketing Advisory Committee: Director Shober recommended a total of ten (10) individuals serve on a Marketing Advisory Committee for WOT which would meet two (2) times per year; Jim Waldrop suggested one (1) should be a WOT board member as liaison between committee and key WOT staff. To facilitate strong industry representation, individuals serving on the committee will closely align with the percentage of tax collected in the NAICS codes Leisure and Hospitality Sector and local lodging tax boards. For the NAICS codes there would be one (1) individual from Art and Entertainment, three (3) individuals from Hotels, three (3) from Restaurants/Bars and one (1) from Attractions. For lodging tax there would be one (1) from greater than $500,000 revenue and one (1) from less than $500,000 revenue. Jim Waldrop motioned to approve the ten (10) member Marketing Advisory Committee as presented by Diane Shober—to include one board member liaison; Christine Hill seconded; motion passed unanimously. Chairman Rudloff appointed Christine Hill, who indicated she would be honored to serve as WOT board Marketing Advisory
liaison. Recommendations for committee terms and bylaws will be taken by the end of October.

E. UW Degree Program: Director Shober met with Mindy Benson, Dean of the Haub School of Environment and Natural Resources and with David Chicoine, Dean of the College of Business. The groundwork for the degree program is progressing.

VI. Director’s Reports

A. Michell Howard, Sr. Director, Brand Strategy
   i. Public Relations (PR) Agency Request for Proposal (RFP): The current PR contract is set to expire June 30, 2018. WOT will release the RFP October 19, 2017—earlier than normal due to summer efforts and timing of Women’s Suffrage events. Goals for the contract include regional, national and international media outreach strategy; ongoing media pitching and fulfillment of media requests; tracking of media coverage, engagement, reach and value; and media and PR events to support WOT’s campaigns, initiatives and publicity efforts. The remainder of the RFP timeline is:
      a. December 5: RFP closes-vendor written proposals due.
      b. January 8: Oral presentations in Cheyenne.
      d. February 1: Tentative start date for new contract.
   ii. Stakeholder Outreach: As part of WOT Strategic Clarity, the annual Partnership Satisfaction Survey was conducted spring 2017. Insights for WOT indicated the need for WOT staff to:
         a. Communicate WOT staff roles clearly as they change.
         b. Have more direct engagement with partners.
         c. Visit primary attractors and events.
         d. Understand program needs of local communities.
         e. Expand the role of Industry Engagement Initiative (IEI). The IEI Team is comprised of WOT staff tasked with facilitating a collaborative and innovative approach to industry partner outreach. The goal is to work closely with local industry leaders in educating and coordinating increased engagement in WOT opportunities and to develop collaborative marketing efforts. IEI will implement guidelines and opportunities that fall under two main umbrellas: Industry Relations and Regional Marketing with the understanding that every community and region has unique assets.

B. Kristin Dialessi, Brand Integration Sr. Manager
   i. Official Traveler’s Journal/Fulfillment RFP: Identified goals include an advertising structure that will benefit our partners and WOT; strategic distribution and fulfillment plan to key markets; and creative and collaborative creation of the journal that supports WOT’s content strategy and initiatives. The RFP was released on August 25, 2017 with a remaining timeline including:
      a. October 10: RFP closes-vendor written proposals due.
      b. November 9: Oral presentations in Cheyenne.
c. November 15: Contract awarded.
d. January 1: Tentative start date for new contract.

ii. Evolving Key Performance Indicators (KPI’s): As consumer behavior continues to evolve, so must methods for evaluating success. As part of the work with all WOT vendors in 2017, WOT has taken the opportunity to revisit KPI’s to better gauge performance and primary indicators of intent to travel going into 2018.

iii. Website/User Experience Consultant: As of July, TravelWyoming.com has been undergoing an intensive User Experience/User Interface (UX/UI) study and analysis to better inform the strategic direction for the site. An overhaul of TravelWyoming.com to incorporate this insight and learnings is scheduled to begin in mid-October.

iv. Winter Media Buy: The campaign will showcase a variety of winter activities throughout the state such as snowmobiling, cross country skiing, snowshoeing, dogsledding, downhill skiing/snowboarding and winter lifestyle family activities. Target dates are mid-October through the end of February; ages 25-54; household income $100k+ reflects trend of more affluent winter travelers; adventure driven; in national and tiered markets with a total budget of $676,000.

VII. Nominating Committee: C.J. Box motioned to pass the slate of officers as presented; Mandy Moody-Phillips seconded; motion passed unanimously. Officers are:
   A. Chairman – Darren Rudloff
   B. Vice Chairman – Jim Waldrop

VIII. New Business – New WOT staff introductions were made: Jennifer Griswold, Research and Analytics Manager; Abigail Martin, promoted to Brand Partnerships Manager; and Jeanett Wolff, Northeast Wyoming Welcome Center Supervisor.

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

X. Public Comments – Mike Armstrong, Saratoga Sun, offered comments regarding print advertising as possibly being associated with national media “Lone Wolf” as connected to terror attacks. Brand Studio will take into consideration and consult with Agency of Record.

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 12:24 p.m.; the motion passed unanimously.