Wyoming Tourism Board of Directors’ Meeting Minutes
November 6, 2017
Cheyenne, WY – 3:00 p.m.

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

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

Guest Present: Chris Brown, Wyoming Lodging and Restaurant Association (WLRA).

I. Chairman, Darren Rudloff, called the meeting to order at 3:35 p.m.

II. The meeting minutes from October 11, 2017 were presented for approval. Zannie Driskill motioned to approve the minutes as presented; Christine Hill seconded; motion passed unanimously.

III. Financials: Anita Benton, Director of Business Operations, presented financials as of October 31, 2017. Christine Hill motioned to approve the financials as presented; John Rutter seconded; motion passed unanimously.

IV. Executive Director’s Report: Diane Shober

A. Alternative Funding
   i. Provisions of the proposed legislation: Chris Brown stated that the proposed hospitality and leisure tax legislative bill draft—based on the North American Industry Classification System (NAICS) codes in the 1% Sales Tax Leisure and Hospitality Sector—contains exemption language clarifying that industry members will continue to pay sales tax in only the NAICS codes they presently do. This alleviates fears of paying in additional tax codes going forward as it relates to the hoped-for approval of Wyoming Office of Tourism (WOT) dedicated funding.
   
   ii. Managing Annual Growth: Executive Director Shober presented a Proposed Annual Growth Management Strategy to assure mutual benefit to the State of Wyoming. The strategy sets forth a maximum 3% annual growth with a maximum one-year spending authority in reserve.
   
   iii. Incremental Spending: Shober presented a spending plan based on a projected $5 million budgetary increase to concisely convey where additional funding would be used. Based on available research to guide strategy, as of today, the
plan dedicates $3.2 million to paid media efforts; $300,000 to public and media relations; $800,000 to international marketing efforts; and $100,000 to domestic packaged travel efforts. These total direct marketing efforts would equal $4.4 million dollars with associated production and implementation expenses of $600,000 (13%-14%).

B. Marketing Advisory Committee – policy guidelines: Michell Howard, Senior Director of Brand Strategy, presented an initial draft of guidelines for the committee. Howard’s format highlighted the committee’s mission, structure and terms and responsibilities. Christine Hill, appointed board member committee liaison, and Howard will meet to further hone the draft.

V. Board Development – Tourism Board vacancies: As of March 1, 2018, the WOT board will have three (3) openings. These include District 1, District 3 and an At-Large position presently held by Zannie Driskill. Darren Rudloff (District 1) and Mandy Moody-Phillips (District 3) are both eligible for reappointment and, if interested, will need to submit the on-line application through Governor Mead’s office. By late November, Chris Brown will send an industry-wide email blast announcing the vacancies. The WOT board and the tourism industry will submit written recommendations to the governor’s office in January.

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

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

VIII. Public Comments – There were no public comments.

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

X. Adjourn – Upon conclusion of session, Zannie Driskill motioned and Jim Waldrop seconded to adjourn at 4:59 p.m.; the motion passed unanimously.