Wyoming Tourism Board of Director’s Meeting
April 17, 2017
Conference Call – 9:00 a.m.

Tourism Board Members Present: Darren Rudloff (Chairman), Jim Waldrop (Vice Chairman), C.J. Box, Zannie Driskill, Angie Guyon, Christine Hill, Larry Lloyd, Mandy Moody-Phillips and John Rutter.

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

I. Chairman, Darren Rudloff, called the meeting to order at 9:02 a.m.

II. The meeting minutes from January 29, 2017 were presented for approval. Zannie Driskill motioned to approve the minutes as presented, John Rutter seconded; motion passed unanimously.

III. Financials – Anita Benton, Director of Business Operations, presented financials as of March 31, 2017. C.J. Box motioned to approve the financials as presented; Angie Guyon seconded; motion passed unanimously.

IV. Contracts:

A. APPROVAL:
   i. Birdsall, Voss & Associates, Inc., dba, BVK – The purpose of this contract is for the Contractor to provide marketing, advertising, promotion and execution services. This contract shall not exceed $7,713,636, shall commence on July 1, 2017 and expire June 30, 2018. This contract amount is $100,000 less than last year. This $100,000 will be reallocated to WOT budget and Miles Partnerships in FY ’18 to perform ongoing website Search Engine Optimization (SEO) enhancements, content optimization, and monthly SEO reporting; and to support WOT Content Development initiatives. John Rutter motioned to approve this contract as presented, Zannie Driskill seconded; motion passed unanimously.
   ii. Miles Media Group, LLLP – 2018 OTJ – The purpose of this contract is for the Contractor to provide assistance to Tourism with the creation, production and distribution of the 2018 Wyoming Official Travelers Journal (OTJ). Contractor shall also provide advertising sales and research services associated with the OTJ. This contract shall not exceed $118,000 and is set to expire June 30, 2019. This contract amount has been the same
amount since FY10. Christine Hill motioned to approve this contract as presented, John Rutter and Zannie Driskill seconded; motion passed unanimously.

iii. **Miles Media Group, LLLP – Hosting, Maintenance, Reporting and SEO** – The Contractor shall provide monthly services for website hosting, maintenance, reporting and SEO services for WOT. This contract will not exceed $122,200 and is set to expire June 30, 2018. The contract amount is $51,778 more than last year. The increase is due to the addition of SEO services and maintenance upgrades. C.J. Box motioned to approve this contract as presented, Angie Guyon seconded; motion passed unanimously.

iv. **Miles Media Group, LLLP – Fulfillment** – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall assist Tourism with Fulfillment of the 2017/2018 *Official Travelers Journal* (OTJ). This contract shall not exceed $99,000, shall commence on July 1, 2017 and expire June 30, 2018. This contract amount is the same as last year. Larry Lloyd motioned to approve this contract as presented, Jim Waldrop seconded; motion passed unanimously.

v. **Real America Marketing Company, also known as Rocky Mountain International** – The purpose of this contract is for the Contractor to assist Tourism with increasing State of Wyoming revenues through promotion and development of group travel, pre-package tours, convention and incentive tours, promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, the Scandinavian market, and the Australian market. This year’s contract will also include RMI’s work on a rebrand of the current brand “The Real America”. This contract shall not exceed $340,778, shall commence on July 1, 2017 and expire June 30, 2018. This contract amount is $6,000 more than last year. C.J. Box recused himself from the vote; John Rutter motioned to approve this contract as presented, Christine Hill seconded; motion passed unanimously.

vi. **Wyoming Business Council** – The purpose of this Memorandum of Understanding (MOU) is to set forth the terms and conditions by which the Contractor shall provide payroll, human resources, Salesforce and technology support to Tourism. This contract shall not exceed $78,000.00. This contract shall commence July 1, 2017 and expire June 30, 2018. This contract amount is the same as last year. John Rutter motioned to approve this contract as presented, Zannie Driskill seconded; motion passed unanimously.

B. INFORMATION ONLY:

i. **Wyoming Game and Fish – Fish Wick Wildlife Habitat Management Area Educational Kiosk** – this contract is the result of the Technical Assistance Program. Contractor will partner with Medicine Bow Conservation District, WYDOT and the Local FFA Chapter to purchase
materials and provide labor to build an outdoor educational kiosk at the Wagonhound rest area to promote nearby attractions and help visitors understand and appreciate the work of many cooperative management partners to enhance wildlife and their habitat. The contract shall not exceed $4,000 and is set to expire March 31, 2018.

ii. **Lander Chamber of Commerce – Lander Visitor Center Interpretive Displays** – This contract is the result of the Technical Assistance Program. Contractor will partner with the Wind River Visitor Council in the design, production and installation phases of cutting-edge Interpretive Displays to enhance visitor experience and further promote local attractions. This contract shall not exceed $5,000 and is set to expire April 1, 2018.

iii. **Wyoming State Museum – Museum Sign** – This contract is the result of the Technical Assistance Program. Contractor will partner with Wyoming State Parks, Historic Sites and Trails in design, construction and installation of a digital sign at the Wyoming State Museum to advertise museum attractions and statewide destinations and events. The contract shall not exceed $5,000 and is set to expire April 1, 2018.

iv. **Sublette County Historical Society – Trapper’s Point Monument and Signs** – This contract is the result of the Technical Assistance Program. Contractor will partner with Pinedale Travel and Tourism and the Sublette County Chamber of Commerce to restore and reinvent the Trapper’s Point Overlook historic site monument and signs which highlight three nationally significant historic resources. This contract shall not exceed $5,000 and is set to expire May 15, 2018.

v. **Dubois Area Chamber of Commerce – Visitor Intercept Survey** – This contract is the result of the Technical Assistance Program. Contractor will be collaborating with Wind River Visitors Council to establish an ongoing visitor intercept survey to optimize use of lodging tax funds devoted to marketing Dubois as a travel destination. The contract shall not exceed $4,650 and is set to expire April 30, 2018.

V.  Executive Director’s Report – Diane Shober

   A. **Advocacy Campaign – Alternative Funding Update**: Executive Director Shober and Chris Brown of WLRA/WTIC (Wyoming Lodging and Restaurant Association/Wyoming Travel Industry Coalition) met last week to review the work accomplished at the WOT / WLRA / WTIC Joint Boards Retreat that was held in Casper March 9-10, 2017. The Joint Boards were able to arrive at a lengthy list of solutions to probable resistance. WOT staff is creating a one-page list of Advocacy Talking Points for Industry Stakeholders to use along with the National Travel and Tourism Week tool kit in advocacy work. The list should be finished by the end of next week. Chris Brown will be setting up statewide industry stakeholder meetings and will work closely with Executive Director Shober at the meetings. WOT is completing impact sheets for each county and making sure that all bold statements and claims are statistical and defensible. C.J. Box voiced strong support for the work being done, noting it will be the first time so much valuable industry information will be available in one place.
B. Staffing Update: Jennifer Griswold has verbally accepted an offer to fill the Research and Analytics Manager position. Jennifer has a tourism and research background and came recommended by Melissa Elkins. She will be relocated to Cheyenne and in the office full time by Memorial Day. Chairman Rudloff, Executive Director Shober, Anita Benton and Michell Howard were on the selection committee.

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 members of the public present.

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

XI. Adjourn – Upon conclusion of session, John Rutter motioned and C.J. Box seconded to adjourn at 10:55 a.m.; the motion passed unanimously.