Wyoming Tourism Board of Director’s Meeting Minutes
August 14, 2017
Conference Call – 3:00 p.m.

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

Staff Members Present: Diane Shober, Anita Benton, Jennifer Griswold, Michell Howard, Kim Koester and James Scoon.

I. Chairman, Darren Rudloff, called the meeting to order at 3:01 p.m.

II. The meeting minutes from June 19, 2017 were presented for approval. C.J. Box 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 July 31, 2017. Zannie Driskill motioned to approve the financials as presented; Christine Hill seconded; motion passed unanimously.

IV. Biennium Budget FY19/FY20 – Diane Shober presented the proposed biennium budget due to the Governor’s office by August 31, 2017. C.J. Box motioned to approve the budget as presented; Zannie Driskill seconded; motion passed unanimously.

V. Biennium Strategic Plan FY19/FY20 – Diane Shober presented the biennium strategic plan due to the Governor’s office with the biennium budget. John Rutter motioned to approve the plan as presented; C.J. Box seconded; motion passed unanimously.

VI. Contracts:

A. FOR APPROVAL:

i. Dean Runyan Associates, Inc. – Amendment One – The original contract, dated April 14, 2016, required the contractor to provide Economic Impact, Total Gross State Product (GSP) and Visitor Volume research for Tourism for a total contract amount of $363,000 with an expiration date of May 31, 2021.

In order to be able to take advantage of the opportunity to measure the economic impact and estimated visitation of the eclipse on Wyoming’s
economy and understand the differential of the eclipse as it relates to
tourism overall for 2017, Amendment One was necessary. It will increase
the contract by $25,000 to $388,000 and require the Contractor to provide
an Economic Impact Analysis of the eclipse based on expenditures,
accommodations inventory and other data collected via a visitor survey.
Contractor will provide a final report to Tourism no later than October 9,
2017. Total contract shall not exceed $388,000 and is a budgeted item in
Business Operations. Jim Waldrop motioned to approve this amendment
as presented; Zannie Driskill seconded; motion passed unanimously.

VII. Executive Director’s Report – Diane Shober

A. Alternative Funding Update: Stakeholder/industry meetings have continued in
several communities with ongoing, favorable response. The Joint Revenue
Interim Committee will review the proposed lodging tax/alternative funding issue
in Buffalo on Tuesday, September 12, 2017. A strong show of support and
attendance from Wyoming Office of Tourism (WOT), Wyoming Lodging and
Restaurant Association (WLRA) and Wyoming Travel Industry Coalition (WTIC)
board members is encouraged.

B. Summer 2017: Even though overall visitation is up, national parks visitation was
reported down. More information will be available and discussed at Fall Summit
in Saratoga in October. An evaluation of the impact of the Call of the WY Tiny
House Campaign and the Dean Runyan report on the economic impact of the
eclipse will also be presented at the summit. Summer requests for the official
traveler journal (OTJ) have declined as consumer behavior seems to be changing;
planning is underway as transition in this area is needed.

C. Fall Summit: The Hospitality and Tourism Fall Summit sponsored by WTIC and
WLRA will be held in Saratoga October 11 and 12, 2017. WOT, WLRA and
WTIC board members are invited to an evening at Chuck and Laurie Box’s home
the evening of October 10th.

D. UW Degree Program: The University of Wyoming is adding a Tourism,
Hospitality and Recreation Degree. The anticipated start date is September 2018.
Director Shober is helping with curriculum setup; Vice Chairman Waldrop is
serving on the advisory board with former WOT board member, Clay Miller, and
Chris Brown of WLRA. Another 10 to 12 people from the private sector will be
involved.

VIII. Nominating Committee: In the absence of an Immediate Past Chairman due to term
expiration, Chairman Rudloff appointed Zannie Driskill to chair the nominating
committee. Ms. Driskill addressed the Board regarding the Tourism Rotation, Election of
Officer guidelines, the upcoming Board elections and nominations for Chairman and
Vice Chairman. Chairman Rudloff and Vice Chairman Waldrop are both eligible for re-
election and willing to serve a second term should the Board so desire. Board members
were asked to consider and contact Ms. Driskill with other nominations. Elections will be
IX. New Business – There was no new business to discuss.

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

XI. Public Comments – There were no members of the public present.

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

XIII. Adjourn – Upon conclusion of session, C.J. Box motioned and Jim Waldrop seconded to adjourn at 3:42 p.m.; the motion passed unanimously.

held at October’s in-person meeting. A copy of the Board Development Plan was provided for reference.