Wyoming Tourism Board of Director’s Meeting Minutes
June 19, 2017
Conference Call – 3:00 p.m.

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

Staff Members Present: Diane Shober, Anita Benton, James Scoon and Kim Koester.

I. Chairman, Darren Rudloff, called the meeting to order at 3:02 p.m.

II. The meeting minutes from April 17, 2017 were presented for approval. C.J. Box noted a needed edit. John Rutter motioned to approve the minutes as corrected; Angie Guyon seconded; motion passed unanimously.

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

IV. Contracts:

A. INFORMATION ONLY:

i. Fieldstar International, L.C. – The purpose of this contract is for the Contractor to provide Japanese Tourism Development for Tourism. This contract shall not exceed $22,597, will become effective July 1, 2017 and is set to expire June 30, 2018. The present contract commenced July 1, 2016 for $73,200 and was set to expire June 30, 2018. The present contract will now terminate on July 1, 2017 as the new contract takes effect. This is a budgeted item in Global Sales and Services.

ii. College Cowboy Marketing Program – The purpose of these agreements is to support the college rodeo programs at eight (8) state colleges. Each receives $10,000 for Operations/Sponsorship of the College Rodeo Program and to support the production of a National Intercollegiate Rodeo Association (NIRA) sanctioned rodeo; and $7,500 for scholarship opportunities. Each college shall receive a total of $17,500. These agreements are for the 2017/2018 school year. Each agreement shall
commence August 1, 2017 and expire July 31, 2018. This is a budgeted item in Brand Studio/PR-Media. The colleges are:

a. Casper College
b. Central Wyoming College
c. Eastern Wyoming College
d. Laramie County Community College
e. NWCC – Gillette
f. NWCC – Sheridan
g. Northwest Community College
h. University of Wyoming

The Board elected to vote on the College Marketing Program as a whole. John Rutter motioned to approve the agreements; Zannie Driskill seconded; motion passed unanimously.

iii. Team Wyoming Professional Rodeo Contracts – The purpose of these contracts is to set forth the terms and conditions by which Tourism shall endorse the Team Wyoming professional rodeo Cowboys and Cowgirl through the 2017 Professional Rodeo Cowboy Association (PRCA) Patch Program to represent Wyoming while traveling to and participating in rodeos. The goal is to leverage these professional rodeo athletes through social media and other outreach to a larger audience, enhancing Wyoming’s western lifestyle and building upon the cowboy image as a way to further drive interest in Wyoming as a vacation destination. Based on the current social audience, past world rankings, numbers of rodeos in 2017, etc, each contract amount varies. In 2016, the total contract expended amount was $69,400 and included ten (10) Team Wyoming members. In 2017, the total contract amount is $38,200 and includes seven (7) Team Wyoming members. This is a budgeted item in Brand Studio/PR-Media. The seven (7) rodeo athletes and contract amounts are:

a. Seth Hardwick: $3,100
b. Nate Jestes: $7,600
c. Chet Johnson: $4,350
d. Cassidy Kruse: $6,100
e. Clayton Savage: $3,100
f. Dusty Tuckness: $8,600
g. J.R. Vezain: $5,350

The Board elected to vote on the Team Wyoming contracts as a whole. Angie Guyon motioned to approve the contracts; John Rutter seconded; motion passed unanimously.

iv. Andy Austin – This contract is to set forth the terms and conditions by which the Contractor shall expand the reach of Tourism’s messaging about Wyoming through the Contractor’s followers on social media. The Contractor will spend five (5) days traveling in Wyoming. This contract shall not exceed $2,750 and is set to expire August 31, 2017. Andy is a
social media influencer who calls Montana home, even though he lives full-time in a converted sprinter van and spends much of his time exploring the United States in his van as he creates work for a variety of destinations, most recently Wyoming. An adventurer at heart, Andy will be showcasing some of Wyoming’s more off-the-beaten-path locations as part of the #CallOfTheWY promotion, with destinations that include Bighorn Canyon, Shell, Ten Sleep, Gillette, Sundance and Buffalo. This is a budgeted item in Brand Studio/PR-Media.

v. **Jessica Wright** – This contract is to set forth the terms and conditions by which the Contractor shall expand the reach of Tourism’s messaging about Wyoming through the Contractor’s followers on social media. The Contractor will spend six (6) days traveling in Wyoming. This contract shall not exceed $3,500 and is set to expire August 31, 2017. Jessica is a social media influencer/travel blogger from the San Francisco Bay area who is part of the #CallOfTheWY promotion. Jessica is highlighting various parts of Wyoming on her mid-June trip, with destinations that include Brush Creek Ranch and Saratoga, Casper and Sheridan. Along the way, she’s showing her audience the many facets to Wyoming, including a guest ranch, the state sport of rodeo, epic landscapes, charming downtowns and uniquely-Wyoming experiences. This is a budgeted item in Brand Studio/PR-Media.

V. Executive Director’s Report – Diane Shober

A. **FY19-20 Biennium Budget**: Budget instructions for the FY19-20 Biennium require WOT to reduce the standing budget by $223,358 for the upcoming FY19-20 Biennium ($111,679 per year). Staff recommendations will be submitted to the WOT Board for review by August 7, 2017 for vote on the August 14, 2017 Board Conference Call. The biennium budget must be submitted no later than August 31, 2017.

B. **Alternative Funding Update**: A series of industry meetings have been taking place to inform stakeholders statewide about the alternative funding options for WOT, and the preferred 1% tax across the Leisure and Hospitality sector. Response has been positive overall.

C. **Staffing Update**:

i. Jeanett Wolff has started as the new Supervisor at the Northeast Welcome Center. Zannie Driscoll is having a meet and greet with her.

ii. Jennifer Griswold, Research and Analytics Manager, has relocated and is now in Cheyenne full time. She and Director Shober will meet with the state’s Economic Analysis Division to inquire about possible help from them to fund and/or assist with the statewide economic impact report for the eclipse; and they are also assessing economic impact analysis for this event by Dean Runyan Associates, who presently provides our annual economic analysis.
D. 2017 Summer Outlook: The forecast is very positive, indicating visitation will likely top last year’s with record numbers of welcome center visitors already being recorded.

VII. New Business: WOT’s Business Operations department indicated Board members may request Cheyenne Frontier Days tickets from those still available.

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, Christine Hill motioned and Mandy Moody-Phillips seconded to adjourn at 3:53 p.m.; the motion passed unanimously.