

**Agenda**  
**Wyoming Tourism Board of Director's Meeting**  
**Sunday, February 25, 2024**  
**Cheyenne, WY**

- I. Welcome – Board Roll Call/ Board Updates Mike Keller
  - a. Board Members:
    - i. Mike Keller, Chairman
    - ii. Tony O'Brien, Vice Chairman
    - iii. Budd Betts
    - iv. Quintin Blair
    - v. John Johnson
    - vi. Charisse Haws
    - vii. Mark Tesoro
    - viii. Ken Barkey
    - ix. Shawn Parker
  - b. Staff Introductions
  - c. Public Introductions
- II. Approval of Minutes from January 9, 2024 (Attachment B)
- III. Financials Dionne Roccaforte
  - a. Year to Date Budget Summary as of 01/31/24 (Attachment C)
  - b. Statewide Lodging Tax Collections as of 01/31/24 (Attachment D)
- IV. Contracts
  - a. Information Only
    - i. Miles Partnership, LLLP – 2025 Official Travel Guide (OTG)/Ad Sales \$5,000
- V. Director's Reports
  - a. Business Operations – General Updates Kari Eakins
  - b. Global Partnerships – General Updates James Scoon
  - c. Brand Studio Michell Howard
    - i. 2024 Summer Campaign Preview BVK
    - ii. PR/Media Updates Percepture



Office of Tourism

**ATTACHMENT A**

- |       |   |              |
|-------|---|--------------|
| VI.   | Executive Director's Report                 | Diane Shober |
|       | a. End of Year Funds Update                 |              |
|       | b. Budget Session Update                    |              |
| VII.  | Nominating Committee                        | Mike Keller  |
|       | a. Election of Officers - Slate of Officers |              |
|       | b. Board Development                        |              |
| VIII. | Old Business                                |              |
| IX.   | New Business                                |              |
| X.    | Public Comments                             |              |
| XI.   | Executive Sessions                          |              |
| XII.  | Adjourn                                     |              |

**IMPORTANT DATES:**

- March 19-20, 2024: U.S. Travel's Destination Capitol Hill, Washington, DC
- April 21-22, 2024: In-Person Board Meeting in Conjunction with IRU, Casper, WY
- May 2024: WOT Board Retreat, TBD
- May 5-11, 2024: National Travel and Tourism Week
- June 17, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- August 19, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- October 16-17, 2024: In-Person Board Meeting in Conjunction with Fall Summit, TBD
- December 16, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- January 26-28, 2025: In-person Board Meeting in conjunction with Wyoming Hospitality & Tourism Convention, Cheyenne, WY