



Board of Director's Meeting Minutes
Tuesday, January 9, 2024
Cheyenne, WY

ATTACHMENT A

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Charisse Haws, Quintin Blair, Mark Tesoro, Budd Betts, Shawn Parker, Ken Barkey, John Johnson.

Staff Members Present: Diane Shober, Michell Howard, James Scoon, Kari Eakins, Dionne Roccaforte, Keith Turbitt, Hailey Mach, Lexi Mitchell, Haley Freeman, Glenn Gardner, Jim Wollenburg, Becky Oswald, Blake Ward, Piper Singer, Amy Larsen, Kristy Simola, Angelina Cisneros.

Guests Present: No guests were present.

- I. Chairman, Mike Keller, called the meeting to order at 9:05 a.m.
- II. The meeting minutes from October 19, 2023, were presented for approval. Mark Tesoro noted that the spelling of his last name needed to be corrected. Shawn Parker motioned to approve the corrected minutes; Budd Betts seconded; motion passed unanimously.
- III. **Financials**
 - A. **Year to Date Budget Summary** - Senior Accounting Manager, Dionne Roccaforte, presented the Year To Date Financials as of November 30, 2023. Shawn Parker motioned to approve the financials as presented; Tony O'Brien seconded; motion passed unanimously.
 - B. **Statewide Lodging Tax Collections** - Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of December 31, 2023. John Johnson motioned to approve; Ken Barkey seconded; motion passed unanimously.
- IV. **Contracts**
 - A. **For Approval**
 - i. **Miles Partnership, LLP - 2025 OTG/Ad Sales** - The purpose of this contract is to create, produce, and distribute the 2025 Wyoming Official Travel Guide (OTG), produce the digital version of the Travel Guide to be made available on travelwyoming.com and present OTG supported marketing plans that create new content for evaluation in biannual independent research. It will also lay out the foundation to support WOT's owned channel advertising opportunities to maximize partner exposure and referrals while generating revenue share to offset OTG production costs. Contract will not exceed \$152,000 for the 2025 OTG. This is a budgeted item in the Brand Studio/Public Relations. Quintin Blair motioned to approve; Shawn Parker seconded; motion passed unanimously.
 - ii. **Zartico, Inc** - The purpose of this contract is to develop, update, and maintain Destination Intelligence Platform for the reporting, analysis, insights, and location and visualization of data collected on Wyoming's visitor economy. Contract will not exceed \$95,000. This is a budgeted item in Business Operations / Research. Shawn Parker motioned to approve; Ken Barkey seconded; motion passed unanimously.
 - iii. **Team Wyoming** - The purpose of this contract is the endorsement of seven (7) Team Wyoming professional rodeo cowboys through the 2024 Professional Rodeo Cowboy Association (PRCA) Patch Program. Total of seven (7) contracts shall not exceed \$84,500. This is a budgeted item in Business

Operations / Cowboy Marketing. John Johnson motioned to approve; Mark Tesoro seconded; motion passed unanimously.

B. Information Only

- i. **Sweetwater Events Complex** – The purpose of this contract is support for advertising and promoting the July 14-20, 2024 and July 2025 (dates TBA), National High School Finals Rodeo (NHSFR) which will be held in Rock Springs, WY. Contract will not exceed \$40,000. This is a 2-year contract; payout will be \$20,000 each contract year. This is a budgeted item in Business Operations / Cowboy Marketing.
- ii. **National Intercollegiate Rodeo Association (CNFR)** – The purpose of this contract is to support advertising and promoting the June 9-15, 2024, and July 2025 (dates TBA), College National Finals Rodeo (CNFR), which will be held in Casper, WY. Contract will not exceed \$40,000. This is a 2-year contract; payout will be \$20,000 each contract year. This is a budgeted item in Business Operations / Cowboy Marketing.

V. Director Reports

A. Business Operations –

- i. Director of Strategy and Business Operations, Kari Eakins provided an update on reorganization within the Business Operations team. Angelina Cisneros's title will now be Meetings & Events Manager as she will be responsible for managing the WOT Board and coordinating events. Becky Ward's, title will now be Supervisor, Visitor Services and Warehouse Manager, where she will manage the Southeast Welcome Center and its staff as well as facilities. The Business Operations Senior Coordinator position has been elevated to Business Operations Manager and is currently open for applications. This position will manage office-wide infrastructure and long-term projects including reporting and policy support. Director Eakins mentioned there is still a need for a Data Analyst which is a position WOT has requested within the budget.

B. Global Partnerships –

- i. Director of Global Partnerships, James Scoon announced the International Roundup (IRU) will take place in Casper, WY. April 20 and 21, 2024. The board was invited to attend either day but specifically on the 21st where Governor Gordon will speak at the reception. He also mentioned two upcoming media missions, one in Mexico where Jim Wollenburg will attend and a consumer-direct show in Canada that Glenn Gardner will attend. He also provided some statistics on domestic marketing/group travel that revealed this market is doing well. Director Scoon updated the board that the Destination Development program is progressing and is on track to revert program funds to Wyoming communities by the July 1 deadline.

C. Brand Studio –

- i. Director of Brand Integration, Becky Oswald, provided a performance overview of the winter campaign which runs from October – February. Thus far, email sign-ups and Official Travel Guide orders are up compared to last year. Impressions, clicks, and conversion rates are all on track to hit our goals. She also updated the board that an RFP to elevate WOT's website and Partner Portal will be released on January 15 with the goal to begin a contract in March 2024.
- ii. Piper Singer, Communications Senior Manager, revealed a new OTG winter cover option which will be distributed to consumers via requests from the TravelWyoming.com website. She also talked about the continuation of media partnerships that are producing new content within WOT's winter campaign. Senior Manager Singer will attend the Los Angeles Media Mission along with Wyoming fashion designers Alexis Drake and Hailey Fitzgerald.

- VI. **Executive Director's Report** – Skipped due to the Joint Appropriations Committee Hearing's scheduled time for Wyoming Office of Tourism to present moving up.
- VII. **Nominating Committee**
 - i. **Nomination of Officers** – Chairman Mike Keller, Chairman of the Nominating Committee, called for nominations for Chairman and Vice Chairman. The slate of officers will be presented and voted upon for both positions at the next board meeting on February 25, 2024.
 - ii. **Board Development** – Chairman Mike Keller, Chairman of the Nominating Committee, announced member vacancies for District 1, District 3, and At Large of the board. The board discussed the list of candidates from the Governor's Office that applied. Tony O'Brien and Shawn Parker's terms are due to expire and are eligible to serve a second term. They've both confirmed they have reapplied. Chairman Keller advised the board to encourage those from the industry they feel would be a good fit to apply. It was the consensus of the board to recommend to the Governor, the consideration of Renee Penton-Jones, Helen Wilson, or Jenissa Meredith for the At Large position; Tony O'Brien for District 1; and Shawn Parker for District 3. New members will be appointed by Governor Gordon in February 2024.
- VIII. **Old Business** – No old business.
- IX. **New Business** – No new business
- X. **Public Comments** – No public comments.
- XI. **Executive Session** – No executive session was held.
- XII. **Adjourn** – Upon conclusion of the meeting Quintin Blair motioned; Shawn Parker seconded to adjourn at 10:19am. The motion passed unanimously.



Office of Tourism

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