



Agenda
Wyoming Tourism Board of Director's Meeting
Wednesday, October 25, 2023
Yellowstone National Park, WY – Old Faithful Inn

- I. Welcome – Board and Staff Roll Call 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. Public Introductions
- II. Approval of Minutes from August 28, 2023 (Attachment A)
- III. Financials Dionne Roccaforté
 - a. Year to Date Budget Summary as of 09/30/23 (Attachment B)
 - b. Statewide Lodging Tax Collections as of 09/30/23 (Attachment C)
- IV. Contracts (Attachment D)
 - a. Wyoming State Parks and Cultural Resources \$275,000
- V. Director's Reports
 - a. Business Operations Kari Eakins
 - i. Renovations at Wyoming Welcome Centers and Quebec 01
 - ii. Strategic Plan Key Messages (Attachment E)
 - b. Global Partnerships James Scoon
 - i. WY Best/Destination Development
 - ii. International Reporting
 - iii. AAA
 - iv. Shooting Complex
 - c. Brand Studio Michell Howard
 - i. Program Updates
 - ii. Destination Optimization Results (Miles)
 - iii. Summer Campaign Results, Wildly Wyoming, Winter Campaign (BVK)



- VI. Executive Director's Report Diane Shober
- a. Biennium FY25/26
 - b. Pending Legislation - Wyoming Outdoor Recreation and Tourism Trust Fund

- VII. Nominating Committee Vice Chairman O'Brien
- a. Board Development – The board shall be comprised of nine (9) members who shall be employed in or associated closely with the travel industry. The board shall be appointed by the Governor and approved with the advice and consent of the Senate, in accordance with W.S. 28-12-101 through 28-12-103. According to statute, no appointed member shall serve more than two (2) consecutive three (3) year terms.
 - i. Chairman Keller (At Large) - Not eligible for reappointment
 - ii. Vice Chairman Tony O'Brien (District 1) - Eligible for reappointment
 - iii. Shawn Parker (District 3) - Eligible for reappointment
 - b. Call for Nominations – Existing Board members will solicit names from industry associations, organizations, related groups and encourage them to apply.

Board appointments are the responsibility of the Governor of Wyoming. Interested applicants must submit a cover letter, resume and "Application for Gubernatorial Appointment" through the Governor's Boards and Commissions process.

Notification of appointments will be made through the Governor's Office.

VIII. Old Business

IX. New Business

- a. Executive Director's Performance Evaluation

X. Public Comment

XI. Executive Sessions

XII. Adjourn

IMPORTANT DATES:

- December 8, 2023: NFR/Team Wyoming Breakfast, Las Vegas, NV
- December 18, 2023: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- January 9, 2024: In-person Board Meeting in conjunction with Joint Appropriations Committee Meeting, Cheyenne, WY
- February 25 – 27, 2024: In-person Board Meeting in conjunction Governor's Conference on Hospitality & Tourism, Cheyenne, WY



Office of Tourism

- March 19-20, 2024: U.S. Travel's Destination Capitol Hill, Washington, DC
- April 15, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- 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 2024: In-Person Board Meeting in Conjunction with Fall Summit, TBD
- December 16, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm



Board of Director's Meeting Minutes
Monday, August 28, 2023
Zoom

ATTACHMENT A

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Charisse Haws, Ken Barkey, Shawn Parker Not in Attendance: Budd Betts, Quintin Blair, John Johnson, and Mark Tesoro.

Staff Members Present: Diane Shober, Amy Larsen, Blake Ward, Glenn Gardner, Haley Freeman, James Scoon, Jeanett Wolff, Jim Wollenburg, Kari Eakins, Lexi Mitchell, Michell Howard, Piper Singer, and Angelina Cisneros.

Guests Present: Chris Brown

- I. Chairman, Mike Keller, called the meeting to order at 3:08 p.m.
- II. The meeting minutes from July 17, 2023, were presented for approval. Tony O'Brien motioned to approve the minutes; Shawn Parker 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 July 31, 2023. Shawn Parker motioned to approve the financials as presented; Charisse Haws seconded; motion passed unanimously.
 - B. **Statewide Lodging Tax Collections** – Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of July 31, 2023. Charisse Haws motioned to approve; Ken Barkey seconded; motion passed unanimously.
- IV. **Contracts**
 - A. **For Approval**
 - i. **Wyoming Hospitality and Travel Coalition** – The purpose of this contract is to extend communication and engagement connection with the tourism industry. The contract will not exceed \$300,000. This is a three-year contract and will be paid \$100,000 per year. This is a budgeted item in Business Operations. Shawn Parker motioned to approve; Tony O'Brien seconded; motion passed unanimously.
 - ii. **Madden Preprint Media LLC – Amendment One** – The purpose of this Amendment is to add an additional \$64,469. and amend the responsibilities. The additional money will be used to emphasize email's crucial role in marketing, update cadence, advanced segmentation, and emerging email technologies. This will increase the contract amount to \$424,469. This is a budgeted item in Brand Studio / Brand Integration. Charisse Haws motioned to approve; Shawn Parker seconded; motion passed unanimously.
 - iii. **Young Strategies** – The purpose of this contract is to provide the tools to effectively rate destinations for focused partner efforts; utilize data and research to build comprehensive co-op opportunities and programs; and meet with Lodging Tax boards and key industry leaders on strategic planning. The contract will not exceed \$53,000.00, a three-year contract. This is a budgeted item in Global Partnerships. Shawn Parker motioned to approve; Ken Barkey seconded; motion passed unanimously.

B. Information Only

- i. **Miles Partnership, LLP** – The purpose of this contract is to set forth the terms and conditions by which the Contractor shall develop and maintain the Wyoming Office of Tourism Destination Optimization Program, Phase II. This is a budgeted item in Brand Studio / Public Relations.

V. Executive Director's Report

- A. Executive Director, Diane Shober presented the FY23 Annual Report for approval. Shawn Parker motioned to approve; Tony O'Brien seconded; motion passed unanimously.
- B. Executive Director, Diane Shober presented the FY25-26 Strategic Plan for approval. Charisse Haws motioned to approve; Ken Barkey seconded; motion passed unanimously.
- C. Executive Director, Diane Shober presented the FY25-26 Biennium Budget Request for approval. Ken Barkey motioned to approve; Shawn Parker seconded; motion passed unanimously.

VI. Old Business – No old business.

VII. New Business

- A. Chairman Mike Keller announced that Executive Director, Diane Shober's, annual performance evaluation must be complete by September 8, 2023. The board will present the evaluation in an executive session during October's in-person board meeting during Fall Summit in Yellowstone National Park.

VIII. Public Comments – Chris Brown, Wyoming Hospitality and Travel Coalition (WHTC) spoke about the upcoming legislative budget session and expressed WHTC's support of the passing of the budget as approved by the board. He also provided an overview of a webinar WHTC held in partnership with the Wyoming Department of Revenue regarding Destination Marketing Organization funding as it pertains to collections of the lodging tax funds. Mr. Brown recommended any questions regarding this matter be routed to his office.

IX. Executive Session – No executive session was held.

- X. **Adjourn** – Upon conclusion of the meeting Charisse Haws motioned; Shawn Parker seconded to adjourn at 3:51pm. The motion passed unanimously.



ATTACHMENT B

Biennium Budget Summary FY23/FY24
Period Reporting: 07/1/2022 to 09/30/2023

		7/1/22-9/30/23	
	FY23/24 BUDGET	EXPENSES TO DATE	BALANCE
Wyoming Tourism Account (WTA)			
100 - Personal Services	\$ 4,975,464	\$ 2,961,058	\$ 2,014,406
200 - Support Services	\$ 2,387,581	\$ 1,812,316	\$ 575,265
400 - Central Data Services	\$ 90,713	\$ 51,098	\$ 39,615
900 - Professional Services	\$ 31,394,691	\$ 18,596,781	\$ 12,797,910
Grand Totals	\$ 38,848,449	\$ 23,421,254	\$ 15,427,195

Federal Funds			
EDA - ARPA	\$ 2,705,435	\$ 2,335,435	\$ 370,000
Grand Totals	\$ 2,705,435	\$ 2,335,435	\$ 370,000

Special Revenue			
Royalties & Revenue Share	\$ 11,024	\$ 11,062	\$ 11,062
Agency Fund	\$ 36,238	\$ -	\$ 36,238
Grand Totals	\$ 47,262	\$ 11,062	\$ 47,300

Wyoming Tourism Reserve (WTR)			
State Parks & Cultural Resources	\$ 2,000,000	\$ 2,000,000	\$ -
Renovations & Enhancements at Welcome Centers	\$ 1,500,000	\$ -	\$ 1,500,000
University of Wyoming	\$ 250,000	\$ -	\$ 250,000
*Capitol Square Preservation Account Transfer	\$ 2,000,000	\$ 2,000,000	\$ -
Grand Totals	\$ 5,750,000	\$ 4,000,000	\$ 1,750,000



Office of Tourism

ATTACHMENT C

**3% Statewide Lodging Tax Collections - WY Dept of Rev
Aggregate Tax Distribution**

Tourism Account

	Actual FY21	Actual FY22	YOY Δ	Actual FY23	Actual FY24	YOY Δ
July		\$ 3,065,743.00		\$ 2,553,357.46	\$ 3,279,587.03	28%
August		\$ 4,097,585.00		\$ 4,031,386.56	\$ 4,212,377.03	4%
September		\$ 3,768,837.00		\$ 3,660,023.87	\$ 3,273,552.68	-11%
October		\$ 3,109,354.00		\$ 3,072,622.52		
November		\$ 1,793,561.00		\$ 1,759,521.19		
December		\$ 852,358.00		\$ 848,341.39		
January	\$ -	\$ 1,194,987.37		\$ 1,257,136.01		
February	\$ 799,800.00	\$ 1,352,992.20	41%	\$ 1,351,049.94		
March	\$ 1,060,555.00	\$ 1,613,769.00	34%	\$ 1,396,087.05		
April	\$ 1,224,680.00	\$ 1,622,132.00	25%	\$ 1,533,739.54		
May	\$ 776,681.00	\$ 841,188.00	8%	\$ 809,676.00		
June	\$ 1,354,389.00	\$ 1,370,066.00	1%	\$ 1,421,684.38		
Total	\$ 5,216,105.00	\$ 24,682,572.57	22%	\$ 23,694,625.91	\$ 10,765,516.74	7%

12 mos (BFY21-22 actual)	\$ 24,682,573
Biennium Carryover (actual)	\$ 29,898,678
2 year average (FY22-FY23)	\$ 24,188,599
Biennial Forecast (actual)	\$ 48,377,198
Biennial Forecast (less 10%)	\$ 43,539,479
Biennial Forecast (less 25%)	\$ 36,282,899

Fund Deposits to Date	\$ 64,358,820
BFY23-24 Budget	\$ 38,009,164
100 Series - July 2022	\$ 239,284
Supplemental Budget	\$ 600,000
100 Series - July 2023	\$ 174,008
WOT Total Spending	\$ 39,022,456
Outdoor Recreation Office	\$ 400,000
Total Fund Expenditures	\$ 39,422,456
Account Balance	\$ 24,936,364

Tourism Reserve and Project Account

	Actual FY21	Actual FY22	YOY Δ	Actual FY23	Actual FY24	YOY Δ
July		\$ 766,436.00		\$ 638,339.42	\$ 819,896.96	28%
August		\$ 1,024,396.00		\$ 1,007,846.16	\$ 1,053,094.11	4%
September		\$ 942,209.00		\$ 915,005.87	\$ 818,388.17	-11%
October		\$ 777,338.00		\$ 768,155.67		
November		\$ 448,390.00		\$ 439,880.35		
December		\$ 213,090.00		\$ 212,085.24		
January	\$ -	\$ 298,746.76		\$ 314,284.23		
February	\$ 199,950.00	\$ 338,248.15	41%	\$ 337,762.62		
March	\$ 265,139.00	\$ 403,442.00	34%	\$ 349,021.87		
April	\$ 306,170.00	\$ 405,533.00	25%	\$ 383,434.82		
May	\$ 194,170.00	\$ 210,297.00	8%	\$ 202,418.74		
June	\$ 338,597.00	\$ 342,516.00	1%	\$ 355,421.20		
Total	\$ 1,304,026.00	\$ 6,170,641.91	22%	\$ 5,923,656.19	\$ 2,691,379.24	7%

12 mos (actual)	\$ 6,170,642
BFY23-24 Carryover (actual)	\$ 7,474,668
2 year average (FY22-FY23)	\$ 6,047,149
Biennial Forecast (actual)	\$ 12,094,298
Biennial Forecast (less 10%)	\$ 10,884,868
Biennial Forecast (less 25%)	\$ 9,070,724

Fund Deposits to Date	\$ 16,089,703
BFY23-24 Budget	\$ 3,750,000
Capitol Square Wayfinding	\$ 2,000,000
Shooting Sports Task Force	\$ 2,500,000
Outdoor Rec/Tourism Trust Fund	\$ 6,000,000
Total Spending	\$ 14,250,000
Account Balance	\$ 1,839,703

Contract Summary – October 2023

FOR APPROVAL:

WYOMING STATE PARKS AND CULTURAL RESOURCES

Purpose – To utilize the \$1.5 million in legislative funds to support renovations and enhancements at the Welcome Centers and Quebec 01 State Historic Site. This portion of the funds will continue improvements to Quebec 01 Missile Alert Facility State Historic Site. Wyoming State Parks and Cultural Resources will be working on Phase II exhibits, which will allow the site to continue to grow interpretive value and increase stay for visitors.

Deliverables - Phase II Exhibits will focus on three main areas; cold war history, the technology of the peacekeeper missile and the daily lives of the Air Force personnel who made the mission possible. The exhibit will include stories from individuals who worked at the site, artifacts and an interactive that simulates a nuclear explosion. State parks has contracted with an exhibit firm to help accomplish this task.

Contract Amount - Will not exceed \$275,000.

Term of Contract - Date fully executed through September 30, 2024.

Budget – Business Operations, Welcome Center

Key Messages for Strategic Clarity Overview Audiences

Grow the statewide impact from Wyoming's visitor economy

Wyoming Residents: Love where you live.

Local and State Governments: WOT is a dependable partner and resource to leverage the best that Wyoming has to offer to its residents and visitors.

Elevate our partners

Local Lodging Tax Boards & Private Sector Businesses: WOT is an effective leader in helping you achieve your goals and adjust to the changing tourism landscape.

State & Federal Agencies: Wyoming (and WOT) is a worthy investment.

Champion the destination and the brand

Consumer: Wyoming is waiting for you.

Travel Trade: Wyoming is ready for you.

Media: Wyoming has what your audience wants.

Advance our organizational excellence

Staff & Board: WOT is dedicated to your success and Wyoming's success.

Agency & Industry Positioning: Wyoming is motivated to meet your needs.



OUR STRATEGIC ANCHORS

VISION: Inspire travel to generate sustainable economic and social benefits to the residents and communities of Wyoming

OUR MISSION: We promote and facilitate increased travel to and within the state of Wyoming.

OUR UNIQUE VALUE: WOT is the only statewide organization dedicated to growing Wyoming's tourism economy.

WOT BRAND INTENTION

We are
High-Quality
Essential
Passionate
Visionary

OUR VISION-IN AND VALUES

We are proud of our upbeat, innovative and inspiring atmosphere. We care about one another, not just as co-workers, but as people.

We are united in our passion for Wyoming, our dedication to excellence and our belief in building strong and enduring relationships.

At the Wyoming Office of Tourism, our ideas are as big as our landscapes.

STRATEGIC AREAS OF FOCUS

Grow the statewide impact from Wyoming's visitor economy.

Elevate our partners

Champion the destination and the brand.

Advance our organizational excellence.

KEY OBJECTIVES

- Increase travel generated spending
- Increase overnights in target areas of the state
- Re-establish international marketing endeavors
- Distribute visitation to lesser-known locales
- Increase positive stakeholder/resident sentiment

- Empower local communities to leverage the visitor economy
- Seek out like-minded brand partners to extend marketing effectiveness
- Increase local capacity to create revenue generating demand

- Increase brand awareness
- Increase intent to travel metric
- Increase share of voice
- Increase responsible visitation education and messaging

- Recruit and retain top tier talent
- Align data and insights to track and inform decisions
- Continually align and optimize WOT departments

KEY STRATEGIC INITIATIVES

- Inspire year-round overnight leisure travel
- Target high value global markets as international recovery begins
- Invest in resident sentiment measurement initiatives
- Use geolocation data and other emerging technologies to disperse visitors and enhance the visitor experience

- Provide resources and assistance to local DMOs to support and advance their strategic endeavors
- Develop leaders and industry champions by educating residents on the value of tourism
- Provide resources and assistance to support multi agency collaborations
- Offer co-operative programs for industry members to leverage WOT's marketing plan

- Leverage That's WY platform to grow brand preference through optimized paid, earned and owned channel efforts
- Expand national media outreach and tactics
- Create attention grabbing PR campaigns
- Invest in resources across all digital channels to increase ongoing targeted visitor engagement.

- Foster a culture of collaboration and innovation
- Invest in programs and initiatives that continually develop and recognize the WOT team
- Prioritize and streamline operational processes and systems
- Secure necessary resources and develop an infrastructure to support WOT's strategic plan

AUDIENCE

- Wyoming Residents
- Local and State Governments

AUDIENCE

- Local Lodging Tax Boards
- Private Sector Businesses
- State & Federal Agencies

AUDIENCE

- Consumer
- Travel Trade
- Media

AUDIENCE

- Staff & Board
- Agency & Industry Positioning