



Office of Tourism

Agenda

Wyoming Tourism Board of Director's Meeting

Monday, January 10, 2022

2:00 - 4:00 pm

Little America (Big Horn Room) - Cheyenne, WY

- I. Welcome – Board and Staff Roll Call/ Board Updates CJ Box
 - a. Board Members:
 - i. CJ Box, Chairman
 - ii. Mike Keller, Vice Chairman
 - iii. Budd Betts
 - iv. John Johnson
 - v. Larry Lloyd
 - vi. Tony O'Brien
 - vii. Anna Olson
 - b. Staff Introductions
 - c. Public Introductions
- II. Approval of Minutes from November 15, 2021
- III. Financials Dionne Roccaforté
 - a. Year to Date Budget Summary as of 12/31/2021 (Attachment A)
 - b. Statewide Lodging Tax Collections as of 12/31/2021 (Attachment B)
- IV. Contracts
 - a. For Approval (Attachment C)
 - i. Miles Partnership - 2023 Official Travel Guide (OTG) \$132,000.00
 - ii. Zartico \$75,000
 - iii. Team Wyoming \$68,000
 - a. Dusty Tuckness \$12,500.00
 - b. Brody Cress \$10,500.00
 - c. Amanda Welsh \$10,500.00
 - d. Cole Reiner \$10,500.00
 - e. Nathan Jestes \$ 9,000.00
 - f. Ty Blasingame \$ 5,000.00
 - g. Chet Johnson \$ 5,000.00
 - h. Seth Hardwick \$ 5,000.00

- V. Board Outreach Reports
 - a. District 1 – Tony O’Brien
 - b. District 2 – John Johnson
 - c. District 4 – Larry Lloyd
 - d. District 6 – Anna Olson
 - e. At Large – Budd Betts
 - f. At Large – Mike Keller
 - g. At Large – CJ Box

- VI. Executive Director’s Report Diane Shober
 - a. Budget Update
 - b. Board Communication

- VII. Director’s Reports
 - a. Brand Studio Michell Howard and Piper Singer
 - i. 150th Yellowstone Anniversary Partnership
 - ii. PR RFP update
 - iii. Advertising RFP

- VIII. Nominating Committee Budd Betts
 - a. Call for Nominations for Officers of the Board
 - i. Chairman
 - ii. Vice-Chairman
 - b. Board Vacancies (Attachment D)
 - i. District 4
 - ii. District 6
 - iii. At-Large

- IX. Old Business
- X. New Business
- XI. Public Comments
- XII. Executive Session
- XIII. Adjourn

IMPORTANT DATES:

- January 19, 2022: Travel, Recreation, Wildlife, and Cultural Resources Committee; Cheyenne
- February 27, 2022: In-Person Meeting in conjunction w/ Governor’s Hospitality & Tourism Conference; Cheyenne
- February 27 - March 1, 2022: Governor’s Hospitality & Tourism Conference; Cheyenne
- March 21, 2022: Board Meeting via Zoom Webinar
- April 6-7, 2022: U.S. Travel Association’s Destination Capitol Hill; Washington D.C.

- April 18, 2022: In-Person Board Retreat
- May 5, 2022: 150th Anniversary of Yellowstone National Park; Old Faithful Inn
- May 16, 2022: Board Meeting via Zoom Webinar
- June 20-21, 2022: Board Meeting – in person; location TBD
- July 18, 2022: Board Meeting via Zoom Webinar
- August 15, 2022: Board Meeting via Zoom Webinar
- September 19, 2022: Board Meeting via Zoom Webinar
- October 2022: In-Person Board Meeting in conjunction with Fall Summit
- November 21, 2022: Board Meeting via Zoom Webinar
- December 19, 2022: Board Meeting via Zoom Webinar
- December 2, 2022: WNFR/Team Wyoming Breakfast 2022