



Office of Tourism

**Board of Director's Meeting Minutes**  
**Sunday, February 27, 2022**  
**Cheyenne, WY - Little America Hotel & Resort**

**Tourism Board Members Present:** C.J. Box (Chairman), Mike Keller (Vice Chairman), John Johnson, Budd Betts, Tony O'Brien, Anna Olson. Shawn Parker, Quintin Blair. Not in attendance: Larry Lloyd

**Staff Members Present:** Diane Shober, Angelina Cisneros, Anita Benton, Brittaney Campbell, James Scoon, Michell Howard, Piper Singer, Lexi Mitchell, Amy Larsen, Blake Ward, Sara Borgerding, Charles Lammers, Haley Freeman, Lauren Seidl, Kera Malmborg, Jim Wollenburg, Becky Oswald

**Guests Present:** Taylor Phillips, EcoTour Adventures; Chris McBarnes, The WYldlife Fund; Darren Rudloff, Rudloff Solutions; Berkeley Young, Young Strategies; Jesse Ryan, L.B. Haney, Helen Dodderidge, New Thought Digital; Lesley Rowball, Whitney Coleman, Madden; Hanna Berglund, Mitch Knoth, Miles; Katie Briest, Matt Herman, Kevin Green, Julie Voler, Megan DiAngeles, Darcie Mandy, Victoria Simmons, BVK; Sara Lehman, Zartico.

I. Chairman, C.J. Box, called the meeting to order at 1:05 p.m.

II. The meeting minutes from January 10, 2022 were presented for approval. Shawn Parker motioned to approve the minutes; John Johnson seconded; motion passed unanimously.

**III. Financials**

A. **Year to Date Budget Summary** - Director of Business Operations, Anita Benton, presented the year to date financials as of January 31, 2022. Mike Keller motioned to approve the financials as presented; Quintin Blair seconded; motion passed unanimously.

B. **Statewide Lodging Tax Collections** - Director of Business Operations, Anita Benton, presented the Statewide Lodging Tax Collection as of January 31, 2022. Shawn Parker motioned to approve the Collections as presented; Tony O'Brien seconded; motion passed unanimously.

C. **End of Year Funds** - Executive Director, Diane Shober, presented year end funds that WOT will need to expend; most of which will be expended through amendments to current contracts. Budd Betts motioned to approve the financials as presented; Quintin Blair seconded; motion passed unanimously.

**IV. Contracts**

A. **For Approval** - Motion to move all six contracts to a consent list. Shawn Parker motioned to approve, Tony O'Brian seconded, motion passed unanimously.

i. **BVK** - Amendment One will add an additional \$380,000.00 to the current contract for additional paid media support for WOT's Summer 2022 campaign. To allocate incremental

funds early in the summer seasonality (Mar/April-June) to have the greatest effect on travel planning cycles. The contract will not exceed \$8,035,082.00 (includes the additional \$380,000.00). The term of the contract is through June 30, 2022. This is a budgeted item in Brand Studios, Brand Integration.

- ii. **New Thought Digital** - Amendment One will extend the contract date to June 30, 2023, and the contractor will continue to assist Tourism with in-state marketing assistance, content development and industry partner support that ladders up to a national advertising agency implemented by Tourism's agencies of record. Contract will not exceed \$750,000.00 and is fully executed through June 30, 2023. This is a budgeted item in Brand Studios, Brand Integration.
- iii. **Percepture Incorporated** - The purpose of the contract is to develop, implement, and manage Tourism's PR program; which includes regional and national media strategy for consumer outlets and publications; and trade media coverage, engagements, reach and value of print, digital, social, and broadcast formats. Contract will not exceed \$360,000.00; this is a \$95,000.00 increase over the current vendor which is only a twelve (12) month contract. The contract is for sixteen (16) months, through June 16, 2023. This is a budgeted item in Brand Studios, Public Relations.
- iv. **Real America Marketing** - The purpose of this contract is to increase State of Wyoming revenues through promotion and development of group travel, prepackaged tours, convention and incentive tours and promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, Northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, Denmark, Sweden, Norway, Iceland, Finland, Australia, and New Zealand. Contract will not exceed \$335,000.00 (same amount as last year), and is fully executed from July 1, 2022 through June 20, 2023. This is a budgeted item in Global Partnerships.
- v. **Miles Partnership** - Amendment One will add an additional \$150,000.00 to current contract. The additional money will be used to support WOT and industry partners by improving the quality of tourism content within major travel discovery and planning platforms, including Google, Yelp, Facebook, Wikipedia, and TripAdvisor. Contract will not exceed \$282,000.00 (includes the additional \$150,000.00) and is fully executed through February 28, 2023. This is a budgeted item in Brand Studios, Public Relations.
- vi. **Madden** - Amendment One will add an additional \$9,600.00 to the current contract. Continued website improvements, including personalization, improvement listing & event filters, wonder map use throughout TravelWyoming.com. Contract will not exceed \$714,250.00 (this is a three (3) year contract and includes the additional \$9,600.00) and is fully executed through June 30, 2022. This is a budgeted item in Brand Studios, Brand Integration.

Shawn Parker motioned to approve the consent list; John Johnson seconded; motion passed unanimously.

## **B. Information Only**

- i. **Campbell County Public Land Board** - Support for advertising and promoting the July 17-23, 2022, and July 16-22, 2023, National High School Finals Rodeo (NHSFR) which will be held in Gillette, WY. Contract will not exceed \$40,000.00 (same amount as last year) and is fully executed through August 31, 2023.
- ii. **National Intercollegiate Rodeo Association** - Support for advertising and promoting the June 12-18, 2022, College National Finals Rodeo (CNFR), which will be held in Casper, WY. Contract will not exceed \$20,000.00 (same amount as last year) and is fully executed through June 30, 2022.

## V. Executive Director Report

- A. **BFY23-24 Budget and Legislative Update-** Executive Director, Diane Shoher presented updates to the WOT budget. WOT requested \$8,826,000.00 for advertising outreach, \$5 million for Destination Development, \$340,000.00 for enhancements to WOT's website, \$426,810.00 for reviving Domestic Travel Trade, \$676,850.00 for reviving International Marketing, \$220,000.00 for Cowboy Marketing and \$62,200.00 for Administrative Support. There was a proposal for an additional \$1,250,000.00 for Interagency Support and Collaborations but it did not pass. A total of \$3,750,000.00 was requested and received as one-time funding from the Tourism Reserve and Project Account. Total spending authority will be \$41,759,164.

## VI. Program Updates

### A. Global Partnerships

- i. **WY Best** – Director of Global Partnerships, James Scoon, explained the Destination Development program. The program's three tier approach will assist Wyoming industry partners in their strategic planning with ongoing education. Mr. Scoon's team is working with the University of Wyoming to gather unique information about all Wyoming counties to contribute to the effectiveness of this program.
- ii. **Reviving International** – Director of Global Partnerships, James Scoon, noted WOT is back to international marketing via virtual and in-person trade shows. WOT is seeing positive outlook on travel and bookings. International Round Up will take place in May in Fargo, ND. WOT has two sales missions planned in France and Scandinavia.

### B. Brand Studio

- i. Vendor Project Highlights Senior Director of Brand Strategy, Michell Howard
  1. **Percepture** – Manager of Media and Public Relations, Piper Singer, announced Percepture as WOT's new Public Relations Agency of Record. They are a New York-based company with expert-level professionals. Ms. Singer introduced Katie Briest, who will be WOT's Account Manager.
  2. **Miles** – Communications and Content Manager, Lauren Seidl, provided an overview of the 2022 Traveler's Guide that will cover the 150<sup>th</sup> Anniversary of Yellowstone National Park. Ms. Seidl introduced Hanna Berglund, WOT's new Account Manager. Ms. Berglund presented the Destination Optimization program that looks at the digital footprint of every business across the state. It offers four opportunities – facilitate economic recovery; educate / empower industry through Google and other common platforms; extend content beyond your own channels; and building consumer confidence.
  3. **Madden** – Interactive Marketing Manager, Blake Ward, introduced Lesley Rowbal and Whitney Coleman who head the programming team at Madden Media. Ms. Ward overviewed an interactive map tool in partnerships with Wyoming Outdoor Recreation and Wyoming Game and Fish that encourages responsible outdoor recreation. The partnership with these agencies has made this interactive tool a success. Ms. Rowbal mentioned the map has been experiencing successful engagement with visitors.
  4. **New Thought Digital** – Creative Assets Manager, Charles Lammers, introduced program managers Jesse Ryan and L.B. Haney. Mr. Ryan provided an overview of the organization wildlife videos and photography production across the state into a

single database. New Thought also produced the Year in Review and Legislative video for the conference.

5. **BVK** – Brand Integration Senior Manager, Becky Oswald, presented the newly evolved That’s WY 2022 summer campaign. Senior Vice President of Travel at BVK, Victoria Simmons, described how BVK has covered some new strategies of rediscovering the brand. Ms. Simmons walked through where the brand started and where it has been. Ms. Simmons explained how BVK used research to define the goals of the new campaign which include increase familiarity and strong differentiation; showcase a sense of vitality; show the breadth of things to see and do, and tap into traveler’s sense of curiosity and creativity. The new campaign is called Modern Explorers.

## **VII. Nominating Committee**

- A. Budd Betts, Chairman of the nominating committee, presented the proposed slate of officers for March 1, 2022, through February 28, 2023. Mr. Betts motioned to approve the slate of officers as presented; Tony O’Brian seconded; the motion passed unanimously.

- Chairman Mike Keller, At-Large
- Vice Chairman Anna Olson, District six

- VIII. **Old Business** – Mike Keller thanked Chairman Box for his service, insight and wisdom. Ms. Shober also expressed gratitude on behalf of the staff as well.

- IX. **New Business** – There was no new business to discuss.

- X. **Public Comments** – Chris McBarnes, President of the WYldlife Fund, and Taylor Phillips, owner of EcoTour Adventures, provided an overview of Wildlife Tourism For Tomorrow and its initiatives. They also thanked Chairman Box and Ms. Shober for being great leaders in the industry.

- XI. **Executive Session** – There was no need for an Executive Session this meeting.

- XII. **Adjourn** – Upon conclusion of the meeting, Shawn Parker motioned to adjourn at 3:41p.m.; Tony O’Brien seconded; the motion passed unanimously.