



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.