



Office of Tourism

Agenda
Wyoming Tourism Board of Director's Meeting
Tuesday, May 9, 2023

- 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. Staff Introductions
 - c. Public Introductions
- II. Approval of Minutes from March 20, 2023
- III. Financials Diane Shober
 - a. Year to Date Budget Summary as of 04/30/23 (Attachment A)
 - b. Statewide Lodging Tax Collections as of 04/30/23 (Attachment B)
 - c. FY23 Year End Funds (Attachment C)
- IV. Contracts Diane Shober
 - a. Vendor Evaluations (Attachment D)
 - b. For Approval (Attachment E)
 - i. Wyoming Department of Transportation – Amendment One \$600,000
 - ii. Birdsall Voss and Associates, Inc (BVK) - Amendment Two \$500,000
 - iii. Birdsall Voss and Associates, Inc (BVK) \$10,000,000
 - iv. New Thought Digital \$440,000
 - v. Percepture \$395,500
 - vi. Real America Marketing Company dba Rocky Mountain International \$365,000
 - vii. Madden Preprint Media, LLC \$360,000
 - viii. Dean Runyan and Associates \$250,500
 - ix. UW and UW Foundation \$250,000
 - x. Miles Partnership, LLLP – Fulfillment \$150,000
 - xi. Brand USA (LOA) \$150,000
 - xii. Destination Analysts \$136,400
 - xiii. Strategic Marketing and Research Insights, LLC (SMARI) \$130,500



Office of Tourism

c. Information Only

i. Young Strategies

\$48,000

V. Old Business

VI. New Business

a. College National Finals Rodeo Tickets

VII. Public Comment

VIII. Executive Sessions

IX. Adjourn

IMPORTANT DATES:

- May 7-9, 2023: Board Retreat - Budget Planning, Hulett, WY
- June 12-13, 2023: Joint TRWCR Committee Meeting, Evanston, WY
- June 19, 2023: Board Meeting via Zoom Webinar, 3:00 – 4:30 pm
- July 10-11, 2023: Joint Appropriations Committee Meeting, Cheyenne, WY
- August 10-11, 2023: Joint TRWCR Committee Meeting, Casper, WY
- August 21, 2023: Board Meeting via Zoom Webinar, 3:00 – 4:30 pm
- September 11-12, 2023: Joint Agriculture, State and Public Lands & Water Resources Committee Meeting
- October 4-5, 2023: Joint TRWCR Committee Meeting, Cheyenne, WY
- October 25-27, 2023: In-Person Board Meeting in conjunction with Fall Summit, Snow Lodge at Old Faithful
- October 30-31, 2023: Joint Agriculture, State and Public Lands & Water Resources Committee Meeting
- December 8, 2023: NFR/Team Wyoming Breakfast, Las Vegas, NV
- December 12-15, 2023: Joint Appropriations Committee Meeting, Cheyenne, WY
- January 4-19, 2024: Joint Appropriations Committee Meeting, Cheyenne, WY