



**Agenda**  
**Wyoming Tourism Board of Director's Meeting**  
**Sunday, February 27**  
**1:00 – 4:30 pm**  
**Little America Hotel & Resort – 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. Quintin Blair
    - v. John Johnson
    - vi. Larry Lloyd
    - vii. Tony O'Brien
    - viii. Anna Olson
    - ix. Shawn Parker
  - b. Staff Introductions
  - c. Public Introductions
- II. Approval of Minutes from January 10, 2022
- III. Financials Anita Benton
  - a. Year to Date Budget Summary as of 1/31/2022 (Attachment A)
  - b. Statewide Lodging Tax Collections as of 1/31/2022 (Attachment B)
  - c. Year End Funds (Attachment C)
- IV. Contracts (Attachment D)
  - a. For Approval
    - i. Birdsall, Voss and Associates, Inc. dba BVK – Amendment One up to \$380k \$8,035,082.00
    - ii. New Thought Digital – Amendment One. Extend Contract Date \$750,000.00
    - iii. Percepture Incorporated \$360,000.00
    - iv. Real American Marketing Company dba Rocky Mountain International (RMI) \$335,000.00
    - v. Miles Partnership, LLP – Official Travelers Guide - Amendment One up to \$150k \$282,000.00
    - vi. Madden Preprint Media, LLC – Amendment One up to \$9,600.00 \$714,250.00

b.	Information Only	
i.	Campbell Co Public Land Board aka Cam-Plex Multi Events Facilities (2 Years)	\$40,000.00
ii.	National Intercollegiate Rodeo Association	\$20,000.00
V.	Executive Director's Report	Diane Shober
a.	BFY23-24 Budget	
b.	Legislative update	
VI.	WOT Program Updates	
a.	Global Partnerships	James Scoon
i.	WY Best Update	
ii.	Reviving International	
iii.	University of Wyoming	
b.	Brand Studio	Michell Howard
i.	Vendor Project Highlights:	
1.	Percepture	Piper Singer
2.	Miles	Lauren Seidl
3.	Madden	Blake Ward
4.	New Thought Digital	Charles Lammers
5.	BVK – Summer 2022 Campaign	Becky Oswald
VII.	Nominating Committee - Election of Officers	Budd Betts
VIII.	Old Business	
IX.	New Business	
X.	Public Comments	
XI.	Executive Session	
XII.	Adjourn	

**IMPORTANT DATES:**

- April 6-7, 2022: U.S. Travel Association's Destination Capitol Hill; Washington D.C.
- May 4-5, 2022: In-Person Board Meeting, Yellowstone National Park
- May 6, 2022: 150<sup>th</sup> Anniversary Yellowstone National Park Celebration Ceremony
- June 20, 2022: Board Meeting via Zoom Webinar
- August 15, 2022: Board Meeting via Zoom Webinar
- October 2022: In-Person Board Meeting in conjunction with Fall Summit
- December 2, 2022: WNFR/Team Wyoming Breakfast 2022
- December 19, 2022: Board Meeting via Zoom Webinar