



Agenda
Wyoming Tourism Board of Director's Meeting
Thursday, May 5th
9:00 am – 12:00 pm
Old Faithful Snow Lodge, Second Floor - Yellowstone

- I. Welcome – Board and Staff Roll Call/ Board Updates Mike Keller
 - a. Board Members:
 - i. Mike Keller, Chairman
 - ii. Anna Olson, Vice Chairman
 - iii. Budd Betts
 - iv. Quintin Blair
 - v. John Johnson
 - vi. Ken Barkey
 - vii. Tony O'Brien
 - viii. Mark Tesoro
 - ix. Shawn Parker
 - b. Staff Introductions
 - c. Public Introductions
- II. Approval of Minutes from February 27, 2022
- III. Financials Anita Benton
 - a. Year to Date Budget Summary as of 3/31/2022 (Attachment A)
 - b. Statewide Lodging Tax Collections as of 3/31/2022 (Attachment B)
- IV. Contracts
 - a. Vendor Reviews (Attachment C)
 - b. For Approval (Attachment D)
 - i. Birdsall, Voss and Associates, Inc. dba BVK \$10,000,000
 - ii. Real America Marketing Company dba Rocky Mountain International (RMI) \$375,000
 - iii. Madden Preprint Media, LLC \$359,200
 - iv. Wyoming Department of Transportation (SEWC/(NEWC) \$300,000
 - v. Miles Partnership, LLLP – FY23 Fulfillment \$178,900
 - vi. Percepture Incorporated – Amendment One \$160,000
 - V. Brand USA – Letter of Agreement (LOA) \$150,000

VI. Wyoming Business Council

\$144,000

- a. Information Only
 - i. Miles Partnership, LLLP – Ad Sales

VII. Director Reports

- a. Satellite Media Tour for Yellowstone National Park 150th Celebration Piper Singer
- b. Agency of Record RFP Recap Michell Howard
 - i. That’s WY Campaign Evolution – BVK (Zoom)
- c. Destination Development Update (Attachment E) James Scoon

VIII. Executive Director’s Report

Diane Shober

- a. Strategy/Budget Updates (Attachment F)
- b. Staffing Updates

IX. Legislative Update

Chris Brown

X. Old Business

XI. New Business

XII. Public Comments

XIII. Executive Session

XIV. Adjourn

IMPORTANT DATES:

- May 9-10, 2022: Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Casper, WY
- June 20, 2022: Board Meeting via Zoom Webinar
- August 30-31, 2022: In-person Board Meeting in conjunction with Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Thermopolis, WY
- October 19-20, 2022: In-Person Board Meeting in conjunction with Fall Summit, Buffalo, WY
- October 24-25, 2022: Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Cheyenne, WY
- December 2, 2022: WNFR/Team Wyoming Breakfast 2022
- December 19, 2022: Board Meeting via Zoom Webinar