



Office of Tourism

Wyoming Tourism Board Meeting
Sunday, January 26, 2025
[Zoom Link](#)
1:30 PM

- I. Welcome – Board Roll Call/ Board Updates Tony O’Brien
 - a. Board Members:
 - i. Tony O’Brien, Chairman
 - ii. Quintin Blair, Vice Chairman
 - iii. Budd Betts
 - iv. John Johnson
 - v. Charisse Haws
 - vi. Mark Tesoro
 - vii. Ken Barkey
 - viii. Shawn Parker
 - ix. Taylor Phillips
 - b. Staff Introductions
 - c. Public Introductions
- II. Consent Agenda Tony O’Brien
 - a. WOT Board Meeting Minutes from October 16, 2024 (Attachment A)
 - b. Election of Officers Timeline
 - c. Contracts - For Approval (Attachment B)
 - i. Miles Partnership, LLLP – 2026 Official Travel Guide \$157,000
 - ii. Zartico, Inc. \$95,000
 - iii. Team Wyoming \$98,750
 - 1. Dusty Tuckness \$18,000
 - 2. Brody Cress \$15,500
 - 3. Cole Reiner \$15,500
 - 4. Nathan Jestes \$14,000
 - 5. Tanner Butner \$13,500
 - 6. Brody Wells \$13,050
 - 7. Chet Johnson \$4,600
 - 8. Seth Hardwick \$4,600



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- d. Contracts - Information Only (Attachment B)
 - i. Miles Partnership, LLLP – 2026 Official Travel Guide (Ad Sales) Revenue Share
- III. Financials – For Approval Dionne Roccaforte
 - a. Year to Date Budget Summary as of 12/31/2024 (Attachment C)
 - b. Statewide Lodging Tax Collections as of 12/31/2024 (Attachment D)
- IV. Director Reports
 - a. Business Operations
 - i. Staffing – Data Analyst Kari Eakins
 - ii. 2024 Year in Review
 - iii. Welcome Center Renovations
 - b. Global Partnerships
 - i. Brand USA James Scoon
 - ii. International Roundup
 - iii. Shows and Missions
 - iv. Domestic Trade Jim Wollenburg
 - v. Destination Development
 - vi. Staffing – Partner Activation Manager
 - vii. Partner Visitation Visualization Glenn Gardner
 - c. Brand Studio
 - i. 2024/2025 Winter Campaign Mitchell Howard
 - ii. 2025 Summer Campaign Becky Oswald
 - iii. TravelWyoming.com Partner Portal Blake Ward
 - iv. 2025 Wyoming Travel Guide Lexi Mitchell
 - v. Legislative Reception Video Keith Turbitt
- V. Executive Director’s Report Diane Shober
 - a. Supplemental Budget Update
 - b. BFY 27-28 Planning Retreat
 - c. Board Appointments



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VI. Nominating Committee

John Johnson

a. Slate of Officers

- i. Chairman – Tony O'Brien
- ii. Vice Chairman – Quintin Blair

VII. Old Business

VIII. New Business

IX. Public Comments

X. Executive Session

XI. Adjourn

XII. Important Dates

Board meetings designated by Chairman O'Brien and the Executive Director. The board is required to attend the **regularly scheduled board meetings** that have been set. Other events are optional.

- **March 17, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- April 1 – 2, 2025: U.S. Travel Association Destination Capitol Hill, Washington, D.C.
- **May 2025: WOT Board Retreat, TBD**
- May 4 – 10, 2025: National Travel & Tourism Week
- **August 18, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- **October 22-23, 2025: In-person WOT Board Meeting in conjunction with Fall Summit, Riverton**
- December 4 – 6, 2025: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 15, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**