



Office of Tourism

## Agenda

### Wyoming Tourism Board of Director's Meeting

October 19, 2022

1:00-4:00 pm

Ramkota Hotel - Teton Room, Casper WY

- I. Welcome – Board and Staff Roll Call/Board Update Mike Keller
  - A. Board Members
    - 1. Mike Keller, Chairman
    - 2. Budd Betts (Excused)
    - 3. Quintin Blair
    - 4. John Johnson
    - 5. Ken Barkey
    - 6. Tony O'Brien
    - 7. Mark Tesoro
    - 8. Shawn Parker
  - B. Staff Introductions
  - C. Public Introductions
- II. Approval of Minutes from August 30, 2022
- III. Financials Dionne Roccaforte
  - A. Year to Date Budget Summary as of September 30, 2022 (Attachment A)
  - B. Statewide Lodging Tax Collections as of September 30, 2022 (Attachment B)
- IV. Contracts (Attachment C)
  - A. Destination Development Program \$4.7 Million
    - 1. Tier 1 - \$1.8 Million
    - 2. Tier 2 - \$1.5 Million
    - 3. Tier 3 - \$1.4 Million
- V. Director Reports
  - A. Business Operations Lisa Osvold
    - 1. 60 Day Update
  - B. Brand Studio Michell Howard
    - 1. Destination Optimization Update - State Wide Audit Results
  - C. Global Partnerships James Scoon, Jim Wollenburg
    - 1. International Update - James Scoon (Attachment D)
    - 2. TREX Update - Jim Wollenburg (Attachment E)
- VI. Executive Director's Report Diane Shober
  - A. Supplemental Budget Request
  - B. Winter Access in Yellowstone
- VII. Nominating Committee - Vice Chairman
- VIII. Old Business
- IX. New Business
- X. Public Comments
- XI. Executive Session

## XII. Adjourn

### **Important Dates:**

- 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
- January 29, 2023: In-person board Meeting in conjunction with Governor's Conference
- April 17, 2023: Possible in-person Board Meeting - Budget Planning
- June 19, 2023: Board Meeting via Zoom Webinar
- August 21, 2023: Board Meeting via Zoom Webinar
- October 2023: In-Person Board Meeting in conjunction with Fall Summit
- December 1, 2023: WNFR/Team Wyoming Breakfast 2023