



Agenda
Wyoming Tourism Board of Director's Meeting
Monday, August 28, 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
 - i. Kari Eakins, Director of Strategy and Business Operations
 - c. Public Introductions
- II. Approval of Minutes from July 17, 2023 (Attachment A)
- III. Financials Dionne Roccaforté
 - a. Year to Date Budget Summary as of 07/31/23 (Attachment B)
 - b. Statewide Lodging Tax Collections as of 07/31/23 (Attachment C)
- IV. Contracts Diane Shober
 - a. For Approval (Attachment D)
 - i. Wyoming Hospitality and Travel Coalition \$300,000
 - ii. Madden Preprint Media LLC-Amendment One \$65,269
 - iii. Young Strategies \$53,000
 - b. Information Only
 - i. Miles Partnership, LLLP \$23,000
- V. Executive Director's Report Diane Shober
 - a. Approval of FY23 Annual Report (Attachment E)
 - b. Approval of BFY25-26 Strategic Clarity (Attachment F)
 - c. Approval of BFY25-26 Biennium Budget Request (Attachment G)



Office of Tourism

- VI. Old Business
- VII. New Business
 - a. Executive Director's Performance Evaluation
- VIII. Public Comment
- IX. Executive Sessions
- X. Adjourn

IMPORTANT DATES:

- 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
- December 18-20, 2023; Joint Appropriations Committee Meeting, Cheyenne, WY
- January 8-12, 2024: Joint Appropriations Committee Meeting, Cheyenne, WY
- January 15-19, 2024: Joint Appropriations Committee Meeting, Cheyenne, WY
- February 25 – 27, 2024; Governor's Conference on Hospitality & Tourism, Cheyenne, WY
- March 19-20, 2024; U.S. Travel's Destination Capitol Hill, Washington, DC
- May 2024: WOT Board Retreat, TBD
- May 5-11, 2024; National Travel and Tourism Week