



Office of Tourism

AGENDA

Wyoming Tourism Board of Director's Meeting
Wednesday, October 16, 2024
[Zoom Link](#)
1:30 – 5:00 PM
Laramie, Wyoming

- 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. BFY26 Supplemental Budget Request \$489,667
 - b. Contracts for Approval (Attachment A)
 - i. Wyoming State Parks and Cultural Resources – America's 250th Anniversary of the Declaration of Independence - Grant Agreement \$2,000,000
 - ii. Real America Marketing Company dba Rocky Mountain International (RMI) – Amendment One \$415,000
 - iii. Wyoming Department of Transportation – Interagency Agreement \$190,900
 - iv. Young Strategies, Inc – Amendment One \$78,000
 - c. FY24 Annual Report (Attachment B)
 - d. Minutes from April 22, 2024 (Attachment C)
- III. Financials Dionne Roccaforte
 - a. End of 2023-2024 Biennium Summary as of 09/30/2024 (Attachment D)
 - b. Year to Date Budget Summary as of 09/30/2024 (Attachment E)
 - c. Statewide Lodging Tax Collections as of 09/30/2024 (Attachment F)



IV. Contracts (Attachment A)

a. Information Only

- i. McCrimmon Productions – Amendment One \$25,000
- ii. Miles Partnership, LLLP \$21,000

V. Director’s Reports

a. Business Operations

- i. Staffing Kari Eakins
- ii. Wyoming Welcome Center Interpretive Renovations Kari Eakins

b. Global Partnerships

- i. Staffing James Scoon
- ii. International James Scoon
- iii. Destination Development Jim Wollenburg
- iv. Tourism Resource Expansion (TREX) Jim Wollenburg

c. Brand Studio

- i. Recap Summer 2024 Campaign Michell Howard and BVK
- ii. Upcoming 2024/2025 Winter Campaign BVK
- iii. RFP Updates and Contract Progress Becky Oswald and Piper Singer Cunningham

VI. Executive Director’s Report

Diane Shober

VII. Board Development

Diane Shober

a. The board shall be comprised of nine (9) members who shall be employed in or associated closely with the travel industry. The board shall be appointed by the Governor and approved with the advice and consent of the Senate, in accordance with W.S. 25-12-101 through 28-12-103. According to statute, no appointed member shall serve more than two (2) consecutive three (3) year terms.

- i. Ken Barkey (At Large) – Eligible for reappointment
- ii. Mark Tesoro (District 4) – Eligible for reappointment
- iii. Charisse Haws (District 6) – Eligible for appointment to fill first full term (appointed October 2022 to fill unexpired term of Anna Olson)

VIII. Old Business

IX. New Business

X. Public Comments

XI. Executive Session

Tony O’Brien

XII. Adjourn



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XIII. **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.

- December 5 - 7, 2024: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 9 - 13, 2024: WOT Board Meeting TBD if virtual or in-person pending JAC schedule**
- **January 26 - 28, 2025: In-person WOT Board Meeting in conjunction with Wyoming Governor's Hospitality & Tourism Convention, Cheyenne**
- **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 2025: In-person WOT Board Meeting in conjunction with Fall Summit, TBD**
- 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.**