



Board of Director's Meeting Minutes
Monday, March 20, 2023
Zoom

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Budd Betts, Quintin Blair, Charisse Haws, Mark Tesoro and Ken Barkey. Not in attendance: John Johnson, Shawn Parker.

Staff Members Present: Diane Shober, Amy Larsen, Dionne Roccaforte, Glenn Gardner, Jeanett Wolff, Kristy Simola, Lexi Mitchell, Lisa Osvold, Michell Howard, Angelina Cisneros

Guests Present: Chris Brown, WHTC

- I. Chairman, Mike Keller, called the meeting to order at 3:23 p.m.
- II. The meeting minutes from January 29, 2023 were presented for approval. Budd Betts motioned to approve the minutes; Mark Tesoro seconded; motion passed unanimously.
- III. **Financials**
 - A. **Year to Date Budget Summary** - Senior Accounting Manager, Dionne Roccaforte, presented the year-to-date financials as of February 28, 2023. Quintin Blair motioned to approve the financials as presented; Tony O'Brien seconded; motion passed unanimously.
 - B. **Statewide Lodging Tax Collections** – Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of February 28, 2023. Budd Betts motioned to approve; Quintin Blair seconded; motion passed unanimously.
- IV. **Contracts**
 - A. **For Approval**
 - i. **Zartico – Amendment One** – The purpose of this Amendment shall constitute the first amendment to the Contract between Tourism and the Contractor. The purpose of this Amendment is to extend the term of the contract through May 15, 2023. Charisse Haws motioned to approve; Ken Barkey seconded; motion passed unanimously.
 - ii. **Zartico** – The purpose of this contract is the Contractor shall develop, update, and maintain Destination Intelligence Platform for the reporting analysis, insights, and location and visualization of data collected on Wyoming's visitor economy. Will not exceed \$95,000, this is \$20,000 more than last year. Contract shall be executed through April 30, 2024. This is a budgeted item within Business Operations / Research. Quintin Blair motioned to approve; Mark Tesoro seconded; motion passed unanimously.
 - B. **Information Only**
 - i. **National Intercollegiate Rodeo Association** – The purpose of this contract is support for advertising and promoting the June 11-17, 2023 College National Finals Rodeo (CNFR), which will be held in Casper, WY. Will not exceed \$20,000, same amount as last year. This is a budgeted item within Business Operations / Cowboy Marketing.



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V. Executive Director's Reports

A. Legislative Update – Executive Director, Diane Shoher and Chris Brown, WHTC provided an update on the following legislative bills and interim topics.

- i. HB92 – Wyoming Film Production Rebate. Creates a rebate program of up to 30% on Wyoming expenditures. Proposed \$3M one-time funding from WOT Project and Reserve Account. Did not pass out of the House. No fiscal impact to agency.
- ii. SF169 – State Shooting Complex Task Force. Creating the state shooting complex development and oversight task force; providing duties of the task force; requiring reports; creating the state shooting complex account; providing appropriations; and providing for an effective date. Establishing the task force is currently what the bill will concentrate on and Executive Director, Diane Shoher will serve on that task force. One-time \$2,500.00 funded from WOT Project and Reserve Account.
- iii. HB74 – Outdoor Recreation Trust Fund. Establishes authority and proposes that the source of funding be from WOT's special project fund within the Wyoming Lodging Tax collections. Passed. \$6M on the biennium funded from the WOT Project and Reserve Account.
- iv. SF13 – Bar & Grill Liquor License: Expands the number and broadens criteria of liquor licenses available over the next ten years. Passed. No fiscal impact to agency.
- v. SF122 – Non-Resident Worker Vehicle Registration Extension. Extends the non-resident worker temporary vehicle registrations from 120 days to 180 days. Passed. No fiscal impact to agency.
- vi. HB42 - A rights of way into and out of communities on state highways. Passed. No fiscal impact to agency.
- vii. SF17 - Requires specified insurance for off-road recreational vehicles and other safety requirements. Passed. No fiscal impact to agency.
- viii. HB166 – Lodging Tax Sales Exemption. Providing for a sales tax exemption for lodging services provided by a licensed guide or outfitter; and providing for an effective date. This bill did not pass. No fiscal impact to agency.
- ix. Interim Topic – State Fair Marketing through the Wyoming State Fair and Wyoming Department of Agriculture.
- x. Interim Topic – Wyoming's Film Industry through Joint Travel, Recreation, Wildlife, and Cultural Resources.
- xi. Interim Topic – Outdoor Recreation Trust Fund through Select Committee Capitol Facilities and Investments.

B. Budget Prep / Strategic Clarity – Executive Director, Diane Shoher announced that the Board Budget Retreat is scheduled for May 7-9, 2023 in Hulett, WY. The purpose of the retreat is to help shape the WOT biennium budget and strategic plan.

VI. Old Business – There was no old business to discuss.

VII. New Business – Budd Betts asked that WOT provide information on the Outdoor Recreation conference that is through the UW Worth program at the end of April.

Executive Director, Diane Shoher reviewed important upcoming dates and Chris Brown announced the dates for the Fall Summit are October 25-27, 2023 with the location to be determined.

Senior Director of Brand Strategy, Michell Howard provided an update on WOT's Hospitality Careers Campaign which launched in early February. The in-state and regional campaign has already delivered more than 2.5M completed video



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views and driven 2,500 visits to the campaign's landing page. The Brand Studio team is working to finalize a toolkit of resources for the industry to leverage this campaign in their own work.

VIII. Public Comments – There were no public comments.

IX. Executive Session – No executive session was held.

X. Adjourn – Upon conclusion of the meeting Mark Tesoro motioned; Charisse Haws seconded to adjourn at 4:13 pm. The motion passed unanimously.