



Board of Director's Meeting Minutes
Tuesday, May 9, 2023
Hulett, Wyoming

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

Staff Members Present: Michell Howard, James Scoon, and Diane Shober.

Guests Present: None

I. Chairman, Mike Keller, called the meeting to order at 8:20 a.m.

II. The meeting minutes from March 20, 2023 were presented for approval. Tony O'Brien motioned to approve the minutes; John Johnson seconded; motion passed unanimously.

III. Financials

A. **Year to Date Budget Summary** – Executive Director, Diane Shober presented the Year to Date Financials as of April 30, 2023. Shawn Parker motioned to approve the financials as presented; Charisse Haws seconded; motion passed unanimously.

B. **Statewide Lodging Tax Collections** – Executive Director, Diane Shober presented the Statewide Lodging Tax Collections report as of April 30, 2023. Mark Tesoro motioned to approve; Budd Betts seconded; motion passed unanimously.

C. **FY23 Year End Funds** – Executive Director, Diane Shober presented the Fiscal Year 2023 Year End Funds as of May 1, 2023. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. **Wyoming Department of Transportation – Amendment One** – The purpose of this Amendment is to add an additional \$600,000 and to extend the contract terms from June 30, 2023 to June 30, 2024. This will increase the contract amount to \$1,200,000, This is a budgeted item in Business Operations. Budd Betts motioned to approve; Mark Tesoro seconded; Shawn Parker seconded; motion passed unanimously.

ii. **Birdsall Voss and Associates, Inc (BVK) – Amendment Two** – The purpose of this Amendment is to add an additional \$500,000 and amend the responsibilities of the contractor. This will increase the total contract amount to \$13,205,435 from \$12,705,435. This is a budgeted item in Brand Studio. John Johnson motioned to approve; Tony O'Brien seconded; motion passed unanimously.

iii. **Birdsall Voss and Associates, Inc (BVK)** – The purpose of this contract is paid media support for WOT's Winter and Summer 2024 campaigns, including production, portal development, organic social, email content and co-op management. Contract will not exceed \$10,000,000. Same amount as the last contract. This is a budgeted item in Brand Studio/Brand Integration. John Johnson motioned to approve; Charisse Haws seconded; motion passed unanimously.

iv. **New Thought Digital** – The purpose of this contract is content management, development and production which includes management of photo and video assets. Provide industry support, including outreach to partners, developing marketing strategies, conducting workshops, and partner portal support. Contract will not exceed \$440,000. This is a decrease of \$310,000. From the last contract (21-month contract). This



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- is a budgeted item in Brand Studio/Brand Integration. John Johnson motioned to approve; Charisse Haws seconded; motion passed unanimously.
- v. **Percepture Inc** – The purpose of this contract is to develop and implement WOT's public relations (PR) program and media outreach strategy. Contract will not exceed \$395,500. This is a decrease of \$124,500 from the last contract (16-month contract). This is a budgeted item in Brand Studio/Public Relations. Shawn Parker motioned to approve; Tony O'Brien seconded; motion passed unanimously.
 - vi. **Real America Marketing Company dba Rocky Mountain International (RMI)** – The purpose of this contract is to increase the State of Wyoming revenues through promotion and development of group travel, prepackaged tours, convention and incentive tours and promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, Denmark, Sweden, Norway, Iceland, Finland, Australia, and New Zealand. Contract will not exceed \$365,000. Same amount as last contract. This is a budgeted item in Global Partnerships. Shawn Parker motioned to approve; John Johnson seconded; motion passed unanimously.
 - vii. **Madden Preprint Media, LLC** – The purpose of this contract is to support and maintain the Content Management System (CMS), Customer Relationship Management (CRM), and Partner Portal to support TravelWyoming.com and continue to support and maintain the interactive map (WONDER Map) application. Contract will not exceed \$360,000. This is an increase of \$800 from the last contract. This is a budgeted item in Brand Studio/Brand Integration. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously.
 - viii. **Dean Runyan And Associates** – The purpose of this contract is to provide research for economic impact, visitor volume, and Canadian Traveler Impacts and Profile report. Contract will not exceed \$250,500. Three-year contract \$78,000/year, total amount includes a onetime charge of \$16,500 for Canadian Traveler Impacts and Profile report. This is an increase of \$104,500. From the last contract (2-year contract). This is a budgeted item in Business Operations/Research. Budd Betts motioned to approve; Shawn Parker seconded; motion passed unanimously.
 - ix. **University of Wyoming And The University Of Wyoming Foundation Grant Agreement** – The purpose of this agreement is to fund and support the University's Wyoming Outdoor Recreation, Tourism and, Hospitality (WORTH) Program. Contract will not exceed \$250,000. This is a budgeted item in Business Operations. John Johnson motioned to approve; Charisse Haws seconded; motion passed unanimously.
 - x. **Miles Partnership, LLP – Fulfillment** – The purpose of this contract is to set forth the terms and conditions by which the contractor shall provide fulfillment services for the 2023 and 2024 OTG. Contract will not exceed \$150,000. This is a decrease of \$30,300 from the last contract. This is a budgeted item in Brand Studio/Content. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously.
 - xi. **Brand USA – Letter of Agreement (LOA)** – The purpose of this contract is international marketing outreach. Contract is up to \$150,000. This is the same amount as the last LOA. This is a budgeted item in Global Partnerships. Shawn Parker motioned to approve; John Johnson seconded; motion passed unanimously.
 - xii. **Destination Analysts** – The purpose of this contract is to provide research on Domestic Overnight and Leisure Visitor Profile. Contract will not exceed \$136,400. This is a three-year contract, \$68,200/per cycle. This is an increase of \$56,400. This is a budgeted item in Business Operations/Research. Shawn Parker motioned to approve; John Johnson seconded; motion passed unanimously.
 - xiii. **Strategic Marketing and Research Insights, LLC** – The purpose of this contract is to provide Advertising Effectiveness research to measure the impact of WOT's advertising campaigns. Contract will not exceed \$130,500. This is a three-year contract; \$43,500/year. This is an increase of \$53,500 from the last contract



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(2-year contract). Shawn Parker motioned to approve; Tony O'Brien seconded; motion passed unanimously.

B. Information Only

- i. **Young Strategies** – The purpose of this contract is to provide the tools to effectively rate destinations for focused partner efforts; utilize data and research to build out comprehensive co-op opportunities and programs; and meet with Lodging Tax Boards and key industry leaders on strategic planning. Contract will not exceed \$48,000. This is a decrease of \$167,000 from the last contract (3-year contract). This is a budgeted item in Global Partnerships.

V. New Business – Executive Director, Diane Shober reminded the board if they would like tickets to the College National Finals Rodeo in Casper, WY to contact Amy Larsen at WOT.

VI. Old Business – No old business

VII. Public Comments – No public comments.

VIII. Executive Session – No executive session was held.

IX. Adjourn – Upon conclusion of the meeting Mark Tesoro motioned; John Johnson seconded to adjourn at 10:00 a.m. The motion passed unanimously.