



Board of Director's Meeting Minutes
Monday, July 17, 2023
Zoom

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Quintin Blair, John Johnson, Ken Barkey, Charisse Haws, and Mark Tesoro. Excused: Budd Betts

Staff Members Present: Michell Howard, Lexi Mitchell, Haley Mach, Becky Oswald, Sara Borgerding, James Scoon, Sarah Reed, Jim Wollenburg, Amy Larsen, Angelina Cisneros, Dionne Roccaforte, Kristy Simola, and Diane Shober.

Guests Present: None

- I. Chairman, Mike Keller, called the meeting to order at 3:08 p.m.
- II. The meeting minutes from May 9, 2023 were presented for approval. Mark Tesoro motioned to approve the minutes; Tony O'Brien 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 June 30, 2023. Shawn Parker motioned to approve the financials as presented; John Johnson seconded; motion passed unanimously.
- B. **Statewide Lodging Tax Collections** - Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of June 30, 2023. Ken Barkey motioned to approve; Charisse Haws seconded; motion passed unanimously.

IV. Contracts

A. For Approval

- i. **College Cowboy Marketing Program** - The purpose of this contract is to provide sponsorships for operations and scholarship opportunities for eight (8) Wyoming College Rodeo Programs for the 2023/24 school year at the following: Casper College, Central Wyoming College, Eastern Wyoming College, Laramie County Community College, Gillette College, Northern Wyoming Community College - Sheridan, Northwest Community College, and University of Wyoming. This is a budgeted item in Business Operations/Cowboy Marketing. Shawn Parker motioned to approve; Mark Tesoro seconded; motion passed unanimously.
- ii. **Wyoming State Fair (Interagency Agreement)** - The purpose of this Interagency Agreement is to optimize marketing efforts by leveraging each organization's strengths and resources, thus enhancing the visibility and attractiveness of the Wyoming State Fair to a broader audience. This is a budgeted item in Business Operations. Quintin Blair motioned to approve; Shawn Parker seconded; Mark Tesoro seconded; motion passed unanimously.

Information Only

- I. **McCrimmon Productions** - The purpose of this contract is to provide video content for the 2023 Wyoming rodeo season. This is a budgeted item in Business Operations/Cowboy Marketing.



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V. Executive Director's Report

- A.** FY25/26 Budget Preparation – Executive Director, Diane Shober provided a summary of the FY25/26 biennium budget draft. Executive Director Shober requested approval to include an exceptions request for two positions: Data Analyst and Industry Development Manager. The board will review the final budget for approval during August's meeting. Ken Barkey motioned to approve; John Johnson seconded; motion passed unanimously.
- B.** Legislative Meeting Updates – Executive Director, Diane Shober notified the board that on June 12, 2023, she and Mark Tesoro attended the Joint Travel, Recreation, Wildlife, and Cultural Resources Committee Meeting in Evanston where WOT, the Wyoming Community College Commission, and the Wyoming Arts Council presented an overview of Wyoming's film industry. Executive Director Shober also noted that WOT presented an interim update on summer 2023 marketing and Destination Development to the Joint Appropriation Committee on July 10, 2023 in Cheyenne.

VI. District Updates – Board members provided individual updates on their districts.

VII. New Business – No new business.

VIII. Old Business – No old business

IX. Public Comments – No public comments.

X. Executive Session – No executive session was held.

XI. Adjourn – Upon conclusion of the meeting John Johnson motioned; Tony O'Brien seconded to adjourn at 3:51pm. The motion passed unanimously.