



Office of Tourism

**Board of Director's Meeting Minutes**  
**Monday, January 10, 2022**  
**Cheyenne, WY – Little America Hotel & Resort**

**Tourism Board Members Present:** C.J. Box (Chairman), Mike Keller (Vice Chairman), John Johnson, Budd Betts, Larry Lloyd, Tony O'Brien, Anna Olson. Not in attendance: Shawn Parker, Quintin Blair

**Staff Members Present:** Diane Shober, Anita Benton, Dionne Roccaforte, Kristy Simola, Piper Singer, Michell Howard, Becky Oswald, Jim Wollenburg, Jennifer Griswold, Nick Gann, James Scoon, Angelina Cisneros

**Guests Present:** There were no guests present.

I. Chairman, C.J. Box, called the meeting to order at 2:02 p.m.

II. The meeting minutes from November 15, 2021 were presented for approval. Tony O'Brien motioned to approve the minutes; Larry Lloyd seconded; motion passed unanimously.

**III. Financials**

A. **Year to Date Budget Summary** – Accounting Manager, Dionne Roccaforte presented the year to date financials as of December 31, 2021. Mike Keller motioned to approve the financials as presented; Budd Betts seconded; motion passed unanimously.

B. **Statewide Lodging Tax Collections** – Accounting Manager, Dionne Roccaforte presented the Statewide Lodging Tax Collections report as of December 31, 2021. The idea was proposed to begin utilizing a Forecasting tool for these measures going forward as State Government requires forecasted numbers for its budget. Tony O'Brien, Mike Keller and Quintin Blair will serve as a taskforce to decide upon and implement this tool. John Johnson motioned to approve the report as presented; Budd Betts seconded; motion passed unanimously.

**IV. Contracts**

A. **Miles Partnership** – Renewal of current contract for production and distribution of the 2023 Official Travel Guide (OTG) for a total of \$132,000.00 which is \$12,000.00 more than the previous contract. This contract is a budgeted line item within WOT's Brand Studio / Communications & PR budget and is proposed through February 28, 2023. Three hundred thousand copies of the OTG are printed annually. WOT offers a downloadable online version. WOT also offers Wyoming businesses scalable advertising opportunities and content go inside the OTG. Tony O'Brien motioned to approve; John Johnson seconded; motion passed unanimously.

B. **Zartico** – Renewal of current contract to continue with a data intelligence platform. Deliverables for this contract are continuous and ongoing. Total is \$75,000.00 which is \$15,000.00 less than previous year. Contract has been renegotiated to include quarterly sprint reviews and reporting on visitor credit

card spending and location and an improved mapping software. Contract is proposed through February 28, 2023. Tony O'Brien motioned to approve; John Johnson seconded; motion passed unanimously.

- C. Team Wyoming** – Contracts for eight Team Wyoming Cowboys: Dusty Tuckness, Brody Cress, Amanda Welsh, Cole Reiner, Nathan Jestes, Ty Blasingame, Chet Johnson and Seth Hardwick for their base retainer and promotion of Wyoming through performance, social media platforms, and events including National Finals Rodeo (NFR) in Las Vegas, NV. Full retainer is paid out based on the obligation that team members meet their messaging commitments. Combined total for all contracts is \$68,000.00 which is \$11,300.00 more than last year. Contracts are proposed through December 31, 2022. John Johnson motioned to approve; Tony O'Brien seconded; motion passed unanimously.

**V. Board Outreach Reports** – Board presented information on each of their districts.

**VI. Executive Director Report** - Executive Director, Diane Shober presented materials the board could reference for the Joint Appropriations Committee (JAC) hearing on Tuesday, January 11, 2022 at 9:00 a.m. Director Shober reminded the board members to use their @wyboards.gov email accounts as this is a source of legal documentation for the Open Records Act and is offered as protection of the board in that capacity.

## **VII. Program Updates**

### **A. Brand Studio**

- i. **150<sup>th</sup> Yellowstone Anniversary Partnership** – Senior Director of Brand Strategy, Michell Howard announced a new advertising campaign based on the 150<sup>th</sup> Yellowstone National Park Anniversary in 2022. WOT will promote this event through the lens of sustainability and inspiration with messaging created in partnership with the National Park Service, Xanterra and WOT's advertising agency, BVK. Becky Oswald, Brand Integration Senior Manager, explained the creative for this campaign will be "Inspired by Yellowstone" art pieces created by artists from Idaho, Montana, and Wyoming. The art will be used in ads and created into posters as giveaways for WOT social channel contests. Other elements of the campaign include a WOT website landing page, organic messaging on Wyoming, Idaho, Montana platforms, a customized sticker and a User Generated Content (UGC) program where visitors will be asked to submit their photos, videos, etc. to tell the story of what Yellowstone means to them. Piper Singer, Media and PR Manager, also announced a Paid Media program that will target broadcasting to tell the meaningful stories of Yellowstone. Some important dates in 2022: Yellowstone National Park Anniversary, March 1; Xanterra events at Old Faithful, May 6; National Park Service Events; Week of August 25.
- ii. **PR RFP Update** – Media & PR Manager, Piper Singer announced that WOT has been going through the Request For Proposal (RFP) process for a Public Relations agency since November, 2021. WOT will work with the selection committee: Tony O'Brien, WOT Board; Ryan Hauck, Cody/Yellowstone; Nick Gann, WOT; Michell Howard, WOT; and Piper Singer, WOT to make a selection and announce the winner this week.
- iii. **Advertising RFP** – Senior Director of Brand Strategy, Michell Howard announced WOT will release the Agency of Record/Advertising RFP next week. WOT has consulted with Darren Rudloff, Rudloff Solutions to vet possibilities and in writing the RFP. The Selection Committee for this RFP will be Anna Olson, WOT Board; Quintin Blair, WOT Board; Domenic Bravo, Visit Cheyenne; Jenissa Meredith, Sweetwater County; Kiersten Giles, TA Ranch; Diane Shober,

James Scoon, Becky Oswald, Michell Howard, WOT. Submissions are due March 1, 2022; Oral Presentations will take place the end of April, winner announced in early May. All dates are tentative.

## VIII. Nominating Committee

- A. Call for Nominations for Officers of the Board** - The board currently has three board vacancies: District 4, District 6 and one At Large position. C.J. Box, At Large, currently serves as Chairman and is not eligible for another term. Mike Keller indicated his ability and willingness to serve as Chairman; Anna Olson, District 6 has submitted her application to the Governor's Office for appointment and if approved, is eligible for another term and she has expressed her ability and willingness to serve as Vice Chairman. Larry Lloyd, District 4, is eligible for another term, however, he confirmed he will not seek re-appointment.
- B. Board Vacancies** - The Board discussed possible candidates for District 6, Anna Olson has submitted her application to the Governor's Office and the Board is supportive of her re-appointment. For District 4, Jenissa Meredith and Kandi Pendleton are two contenders. Jenissa has shown to be very active in the industry and is well-known by her peers and has a broader reach to the county and state. For the At-Large position, a recommendation for Tom Hirsig with Cheyenne Frontier Days to represent an Event on the Board. Ken Barkey was also discussed as an active Wyoming Lodging and Restaurant Association participant and board member and local restaurant owner in Gillette. Next steps would be for the Board to submit a letter of recommendations to the Governor.

The board's recommendation to the Governor will be as follows: District 4: Janissa Meredith; District 6: Anna Olson; At-Large: Tom Hirsig and Ken Barkey.

- IX. Old Business** - There was no old business to discuss.
- X. New Business** - There was no new business to discuss.
- XI. Public Comments** - There were no public comments.
- XII. Executive Session** - There was no need for an Executive Session this meeting.
- XIII. Adjourn** - Upon conclusion of the meeting, John Johnson motioned; Mike Keller seconded to adjourn at 4:24 p.m.; the motion passed unanimously.