



Office of Tourism

Agenda

Wyoming Tourism Board of Director's Meeting

Sunday, January 29

1:00-5:00 pm

Little America (Cheyenne Room) - Cheyenne WY

- I. Welcome – Board and Staff Roll Call/Board Update Mike Keller
 - A. Board Members
 - 1. Mike Keller, Chairman
 - 2. Tony O'Brien, Vice Chairman
 - 3. Budd Betts
 - 4. Quintin Blair
 - 5. John Johnson
 - 6. Ken Barkey
 - 7. Charisse Haws
 - 8. Mark Tesoro
 - 9. Shawn Parker (via Zoom)
 - B. Staff/Vendor Introductions
 - C. Public Introductions
- II. Approval of Minutes from October 19, 2022
- III. Financials Dionne Roccaforte
 - A. Year to Date Budget Summary as of December 31, 2022 (Attachment A)
 - B. Statewide Lodging Tax Collections as of December 31, 2022 (Attachment B)
- IV. Contracts
 - A. For Approval (Attachment C)
 - 1. Birdsall, Voss & Associates, Inc. a.k.a. BVK - EDA Grant/ARPA Fund \$12,705,435
Amendment One \$2,705,435
 - 2. Miles Partnership, LLC Official Travel Guide 2023- Amendment One \$20,000 \$152,000
 - 3. Miles Partnership, LLC Official Travel Guide 2024/Ad Sales \$152,000
 - 4. Team Wyoming \$85,500
 - 1. Dusty Tuckness \$17,500
 - 2. Brody Cress \$15,000
 - 3. Cole Reiner \$15,000
 - 4. Nathan Jestes \$12,500
 - 5. Tanner Butner \$12,000
 - 6. Chet Johnson \$ 7,000
 - 7. Seth Hardwick \$ 6,500
- V. Director Reports
 - A. Business Operations Update Lisa Osvold
 - B. Brand Studio
 - 1. 2023 Brand Studio Update Michell Howard

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| 2. Content Strategy, Travel Guide, PR Media Highlights | Piper Cunningham |
| 3. Winter, In-State Hospitality and Summer Campaigns | Becky Oswald |
| C. Global Partnerships | |
| 1. Destination Development Update | James Scoon |
| 2. International Lodging Tax Collections | James Scoon |
| 3. Mexican Sales Mission; Canada Trade and Media Mission | Jim Wollenburg |
| 4. Domestic Group Travel Review (Attachment D) | Amy Larsen |
| VI. Executive Director's Report | Diane Shober |
| 1. Updates FY 23/24 Budget | |
| a) ORO Operations | |
| b) Welcome Center O&M | |
| 2. Legislative Session | |
| a) HB 74 - Outdoor Recreation Trust Fund | |
| b) HB 92 - Wyoming Film Production Rebate | |
| c) HB 166 - Lodging Tax Exemption | |
| d) SF 169 - State Shooting Complex Task Force | |
| 3. Board Budget Retreat | |
| VII. Old Business | |
| A. WOT Board Industry Outreach Updates (Attachment E) | |
| B. Board Development - Letter of Support to Governor | |
| VIII. New Business | |
| IX. Public Comments | |
| X. Executive Session | |
| XI. Adjourn | |

Important Dates:

- March 20, 2023: Board Meeting via Zoom Webinar
- April 18-19, 2023: U.S. Travel Association's Destination Capitol Hill; Washington D.C.
- April-May, 2023: Tentative Spring Board Retreat
- July 17, 2023: Board Meeting via Zoom Webinar
- October 2023: In-Person Board Meeting in conjunction with Fall Summit
- December 1, 2023: Team Wyoming Breakfast
- December 17, 2023: Board Meeting via Zoom Webinar