



Board of Director's Meeting Minutes
Monday, April 22, 2024
Casper, WY

ATTACHMENT A

Tourism Board Members Present: Tony O'Brien (Chairman), Quintin Blair (Vice Chairman), Ken Barkey, John Johnson, Shawn Parker, Charisse Haws, Mark Tesoro, Budd Betts (Taylor Phillips not present)

Staff Members Present: In person - Diane Shober, Kari Eakins, Dionne Roccaforte, Piper Singer, Hailey Mach, Michell Howard, Amy Larsen, Jim Wollenburg, James Scoon, Glenn Gardner; On Zoom - Sarah Reed, Becky Oswald, Blake Ward, Sara Borgerding, Lexi Mitchell, Jeanett Wolff, Keith Turbitt

Guests Present: In person - Gena Jensen, National Historic Trails Center Foundation / Casper City Council; On Zoom - A. Colonna

- I. Chairman, Tony O'Brien, called the meeting to order at 9:49 a.m.
- II. The meeting minutes from February 25, 2024, were presented for approval. John Johnson moved to approve the minutes; Shawn Parker 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 March 31, 2024. Budd Betts moved to approve the financials as presented; Shawn Parker seconded; motion passed unanimously.
 - B. **Statewide Lodging Tax Collections** – Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of March 31, 2024. John Johnson moved to approve the Lodging Tax Collections as presented; Ken Barkey seconded; motion passed unanimously.
- IV. **Contracts**
 - A. **For Approval.** Chairman O'Brien amended the order of the contracts presented on the agenda so that James Scoon, Director of Global Partnerships, could continue his meetings for the International Roundup event which was happening simultaneously.
 - i. **Destination Development** – The purpose of this contract is to accomplish the Wyoming Office of Tourism's (WOT) long-range vision to help develop a tourism economy for even the smallest communities for long-term economic sustainability. The Program would provide funding to lodging tax boards to expand current projects/programs, support destination development, assist with revenue demand generators, help build strong Destination Management Organization infrastructures, and help with aggregation of products to help them accomplish goals set in their strategic tourism plans. Contract will not exceed \$5,000,000. The Program is a three-tiered system of current county structures, breaking down into four Tier 1 partners; five Tier 2 partners; and fourteen Tier 3 partners. The funding distribution would be Tier 1: \$2.4 million; Tier 2: \$1.5 million; Tier 3: 1.1 million. This is a budgeted item in Global Partnerships. Quintin Blair moved to approve; Shawn Parker seconded; motion passed unanimously.
 - ii. **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 \$400,000. This was a change from the request of



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- \$381,000 that was reflected on the Contract Summary. The increased amount is a result of Montana pulling out of the marketing cooperative program with RMI, thus leaving a bigger financial lift for the remaining four states. This is a budgeted item in Global Partnerships. John Johnson moved to approve; Shawn Parker seconded; motion passed unanimously.
- iii. **Madden Preprint Media, LLC – Amendment Two** – The purpose of the amendment is to add an additional \$104,500, to extend the contract and amend the responsibilities. The additional money will be used to build and launch the State of Wyoming “America 150th” website. Contract will not exceed \$528,969; this is an increase of \$104,500. This is a budgeted item in Brand Studio/Brand Integration. Budd Betts moved to approve; Ken Barkey seconded; motion passed unanimously.
 - iv. **Birdsall, Voss & Associates, Inc (a.k.a BVK) – Amendment One** – The purpose of the amendment is to add an additional \$90,069 and amend the responsibilities of the contractor. Contract will not exceed \$10,090,069; this is an increase of \$90,069 from the last contract. This is a budgeted item in Brand Studio/Brand Integration. Shawn Parker moved to approve; John Johnson seconded; motion passed unanimously.
 - v. **Birdsall, Voss & Associates, Inc. (a.k.a BVK)** – The purpose of this contract is to provide paid media support for WOT’s 2025 campaigns, including production and co-op management. Contract will not exceed \$9,650,000; this is a decrease of \$350,000 from the last contract. This is a budgeted item in the Brand Studio/Brand Integration. John Johnson moved to approve; Shawn Parker seconded; motion passed unanimously.
 - vi. **Wyoming Department of Transportation – Interagency Agreement** – This two-year interagency agreement is to establish the facility and grounds maintenance responsibilities and funding requirements for the Southeast (Cheyenne) and Northeast (Beulah) Wyoming Welcome Centers. Contract will not exceed \$1,200,000; \$600,000 per contract year. Same amount as last biennium. This is a budgeted item in Business Operations. Mark Tesoro moved to approve; Shawn Parker seconded; motion passed unanimously.
 - vii. **M. Kaser & Associates, Inc.** – The purpose of this contract is to utilize a portion of the \$1.5 million in legislative funds to support renovations and enhancements to the Northeast and Southeast Wyoming Welcome Centers. This contract will put in place terms and conditions based on RFP 0225-J with the vendor chosen through evaluation of responses to that RFP. Contract will not exceed \$912,000. This is a budgeted item in Business Operations/Welcome Centers. John Johnson moved to approve; Ken Barkey seconded; motion passed unanimously.
 - viii. **Simpleview Inc.** – This two-year contract will support and maintain the Content Management System/Customer Relationship Management/Partner Portal to support TravelWyoming.com. Contract will not exceed \$816,000. This is a budgeted item in the Brand Studio/Brand Integration. Shawn Parker moved to approve; John Johnson seconded; motion passed unanimously.
 - ix. **New Thought Digital Agency** – The purpose of this contract is to provide 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. Same amount as last contract. This is a budgeted item in the Brand Studio/Brand Integration. Quintin Blair moved to approve; Charisse Haws seconded; motion passed unanimously.
 - x. **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. Same amount as last contract. This is a budgeted item in the Brand Studio/Public Relations. Ken Barkey moved to approve; Shawn Parker seconded; motion passed unanimously.
 - xi. **Verb Technology Company, Inc.** – The purpose of this contract is to enhance TravelWyoming.com’s digital presence organically, engage with segmented audiences effectively, improve search engine visibility, and



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- optimize content across various channels to drive traffic and conversions. Contract will not exceed \$392,280. This is a budgeted item in the Brand Studio/Content. Quintin Blair moved to approve; Shawn Parker seconded; motion passed unanimously.
- xii. **Collego Cowboy Marketing Program** – The purpose of this contract is to provide sponsorships for operations and scholarship opportunities for eight Wyoming College Rodeo Programs for the 2024/2025 school year at Casper College, Central Wyoming College, Eastern Wyoming College, Laramie County Community College, Northern Wyoming Community College – Gillette, Northern Wyoming Community College – Sheridan, Northwest Community College, and University of Wyoming. Each college receives \$20,000 for Operations/Sponsorship of College Rodeo Program sanctioned rodeo and \$7,500 for scholarship opportunities. Contract will not exceed \$220,000; \$27,500 per contract. Same amount as last year. This is a budgeted item in Business Operations/ Cowboy Marketing. John Johnson moved to approve; Quintin Blair seconded; motion passed unanimously.
- xiii. **True Omni, LLC** – The purpose of this contract is to utilize a portion of the \$1.5 million in legislative funds to support digital upgrades at the Northeast and Southeast Wyoming Welcome Centers. An informal bidding process was utilized to choose a vendor based on recommendations of suitable vendors by other state tourism agencies. The contract will not exceed \$187,800. This is a budgeted item in Business Operations/Welcome Centers. Shawn Parker moved to approve; Charisse Haws seconded; the motion passed unanimously.
- xiv. **Brand USA – Letter of Agreement** – The purpose of this contract is international marketing outreach. Contract will not exceed \$150,000. Same amount as last year. This is a budgeted item in Global Partnerships. Shawn Parker moved to approve; Mark Tesoro seconded; motion passed unanimously.
- xv. **Miles Partnership, LLLP – Fulfillment** – The purpose of this contract is to provide fulfillment services for the 2024 and 2025 Official Travel Guide. Contract will not exceed \$150,000. Same amount as last contract. This is a budgeted item in Brand Studio/Content. Budd Betts moved to approve; Quintin Blair seconded; motion passed unanimously.
- xvi. **Wyoming Business Council – Interagency Agreement** – This is a two-year interagency agreement. Tourism does not have its own information technology (IT) managers, Wyoming Business Council will provide Tourism with IT and desktop support services. The contract will not exceed \$66,000; \$33,000 per contract year; this is a decrease of \$78,000 from the last agreement. This is a budgeted item in Business Operations. John Johnson moved to approve; Shawn Parker seconded; motion passed unanimously.
- xvii. **Wyoming State Fair - Interagency Agreement** – This two-year interagency agreement is to optimize marketing efforts by leveraging each organization's strengths, thus enhancing the visibility and attractiveness of the Wyoming State Fair to a broader audience. Contract will not exceed \$60,000; \$30,000 per contract year; same amount as last agreement. This is a budgeted item in Business Operations. Mark Tesoro moved to approve; Quintin Blair seconded; motion passed unanimously.
- xviii. **Young Strategies Inc.** – The purpose of this contract is to provide the tools to effectively identify destinations for focused partner efforts, analyze and determine tourism strategy, and meet with lodging tax boards and key industry leaders on strategic tourism planning. Contract will not exceed \$53,000. Same amount as last contract. This is a budgeted item in Global Partnerships. Shawn Parker moved to approve; John Johnson seconded; motion passed unanimously.

B. Information Only

- i. **McCrimmon Productions, LLC** – The purpose of this contract is to provide video content for the 2024 Wyoming rodeo season. Contract will not exceed \$15,000; this is a decrease of \$10,000 from the last contract. This is a budgeted item in Business Operations/Cowboy Marketing.



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- V. Public Comments** – Gena Jensen with the National Historic Trails Center Foundation provided background on the Foundation and offered the opportunity to collaborate if the need arises.
- VI. Executive Director's Report** – Executive Director Diane Shoher shared approved BFY25-26 biennial budget as presented during the recent Legislative Session, \$39,562,682. Director Shoher also reviewed the tentative schedule for the upcoming board retreat.
- VII. Old Business** – No old business
- VIII. New Business** – No new business
- IX. Executive Session** – No executive session was held.
- X. Adjourn** – Upon conclusion of the meeting Quintin Blair moved to adjourn; Shawn Parker seconded; motion passed unanimously to adjourn the meeting at 11:38 a.m.