Office of Tourism

AGENDA

Wyoming Tourism Board Meeting
Wednesday, October 21, 2026
1:15 p.m.
Sheridan, Wyoming
Zoom Link, Webinar ID: 830 0157 1925

I. Welcome – Board Roll Call — Charisse Haws

a. Board Members:

i. Charisse Haws, Chair
ii. Jenissa Meredith, Vice Chair
iii. Ken Barkey
iv. Tony O'Brien
v. Shawn Parker
vi. Taylor Phillips
vii. Deborah Pummel
viii. Bruce Sauers
ix. Hunter Sullivan

b. Staff Introductions

c. Public Introductions

II. Consent Agenda – For Approval — Charisse Haws

a. WOT Board Meeting Minutes from August 17, 2026 (Attachment A)

b. 2027 Meeting Schedule (Attachment B)

c. Contracts – Information Only (Attachment C)

Miles Partnerships LLLP: Ad Sales — Revenue Share

III. Financials – For Approval — Dionne Roccaforte

a. Year-to-Date Budget Summary as of 09/30/2026 (Attachment D)

b. Statewide Lodging Tax Collections as of 09/30/2026 (Attachment E)

IV. Contracts – For Approval (Attachment C)

a. Miles Partnerships LLLP: 2028 Official Travel Guide — $138,000

b. Miles Partnerships LLLP: 2027 Official Travel Guide – Fulfillment — $164,000

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V. Director's Reports
   a. Business Operations — Kari Eakins
      i. Facility Updates
      ii. America 250
   b. Global Partnerships — James Scoon
      i. Destination Development
      ii. International Development
      iii. Partner Elevation
   c. Brand Studio — Becky Oswald and Piper Singer Cunningham
      i. 2026 Summer Campaign Performance
      ii. AI Travel Trends
      iii. 2026/2027 Winter Campaign Creative

V. Board Development (Attachment F) — Tony O'Brien

VI. Executive Director's Report — Domenic Bravo

VII. Old Business

VIII. New Business

IX. Public Comments

X. Executive Session – Executive Director Annual Evaluation

XI. Adjourn

Upcoming Meetings: Attendance is required for **regularly scheduled board meetings**. Other events are optional.

- December 2 – 5, 2026: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 7-11, 2026: Joint Appropriations Committee, Cheyenne**
- **January 31 – February 2, 2027: In-person WOT Board Meeting in conjunction with Governor's Hospitality & Tourism Convention, Cheyenne**
- April 19 – 21, 2027: U.S. Travel Association Destination Capitol Hill, Washington, DC
- May 9 – 15, 2027: National Travel & Tourism Week