

Wyoming Tourism Board Meeting
Sunday, January 26, 2025
[Zoom Link](#)
1:30 PM

- I. Welcome – Board Roll Call/ Board Updates Tony O'Brien
 - a. Board Members:
 - i. Tony O'Brien, Chairman
 - ii. Quintin Blair, Vice Chairman
 - iii. Budd Betts
 - iv. John Johnson
 - v. Charisse Haws
 - vi. Mark Tesoro
 - vii. Ken Barkey
 - viii. Shawn Parker
 - ix. Taylor Phillips
 - b. Staff Introductions
 - c. Public Introductions
- II. Consent Agenda Tony O'Brien
 - a. WOT Board Meeting Minutes from October 16, 2024 (Attachment A)
 - b. Election of Officers Timeline
 - c. Contracts - For Approval (Attachment B)
 - i. Miles Partnership, LLLP – 2026 Official Travel Guide \$157,000
 - ii. Zartico, Inc. \$95,000
 - iii. Team Wyoming \$98,750
 - 1. Dusty Tuckness \$18,000
 - 2. Brody Cress \$15,500
 - 3. Cole Reiner \$15,500
 - 4. Nathan Jestes \$14,000
 - 5. Tanner Butner \$13,500
 - 6. Brody Wells \$13,050
 - 7. Chet Johnson \$4,600
 - 8. Seth Hardwick \$4,600

d. Contracts - Information Only (Attachment B)

- i. Miles Partnership, LLLP – 2026 Official Travel Guide (Ad Sales) Revenue Share

III. Financials – For Approval Dionne Roccaforte

- a. Year to Date Budget Summary as of 12/31/2024 (Attachment C)
b. Statewide Lodging Tax Collections as of 12/31/2024 (Attachment D)

IV. Director Reports

a. Business Operations

- i. Staffing – Data Analyst Kari Eakins
ii. 2024 Year in Review
iii. Welcome Center Renovations

b. Global Partnerships

- i. Brand USA James Scoon
ii. International Roundup
iii. Shows and Missions
iv. Domestic Trade Jim Wollenburg
v. Destination Development
vi. Staffing – Partner Activation Manager
vii. Partner Visitation Visualization Glenn Gardner

c. Brand Studio

- i. 2024/2025 Winter Campaign Michell Howard
ii. 2025 Summer Campaign Becky Oswald
iii. TravelWyoming.com Partner Portal Blake Ward
iv. 2025 Wyoming Travel Guide Lexi Mitchell
v. Legislative Reception Video Keith Turbitt

V. Executive Director’s Report Diane Shober

- a. Supplemental Budget Update
b. BFY 27-28 Planning Retreat
c. Board Appointments

- VI. Nominating Committee John Johnson
 - a. Slate of Officers
 - i. Chairman – Tony O’Brien
 - ii. Vice Chairman – Quintin Blair
- VII. Old Business
- VIII. New Business
- IX. Public Comments
- X. Executive Session
- XI. Adjourn
- XII. Important Dates

Board meetings designated by Chairman O’Brien and the Executive Director. The board is required to attend the **regularly scheduled board meetings** that have been set. Other events are optional.

- **March 17, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- April 1 – 2, 2025: U.S. Travel Association Destination Capitol Hill, Washington, D.C.
- **May 2025: WOT Board Retreat, TBD**
- May 4 – 10, 2025: National Travel & Tourism Week
- **August 18, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- **October 22-23, 2025: In-person WOT Board Meeting in conjunction with Fall Summit, Riverton**
- December 4 – 6, 2025: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 15, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**