



Office of Tourism

AGENDA

Wyoming Tourism Board Meeting
Sunday, February 22, 2026
1:15 p.m.

[Zoom Link](#), Webinar ID: 824 4225 1490

- | | |
|---|--------------|
| I. Welcome – Board Roll Call | Tony O'Brien |
| a. Board Members: | |
| i. Tony O'Brien, Chairman | |
| ii. Quintin Blair, Vice Chairman | |
| iii. Ken Barkey | |
| iv. Budd Betts | |
| v. Charisse Haws | |
| vi. John Johnson | |
| vii. Jenissa Meredith | |
| viii. Shawn Parker | |
| ix. Taylor Phillips | |
| b. Staff Introductions | |
| c. Public Introductions | |
| II. Consent Agenda – For Approval | Tony O'Brien |
| a. WOT Board Meeting Minutes from January 15, 2026 (Attachment A) | |
| b. FY26 Contracts – For Approval (Attachment B) | |
| i. Miles Partnership, LLLP: Amendment One | \$171,000 |
| ii. Team WY | \$103,350 |
| 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
- 9. Haiden Thompson \$4,600

c. FY26 Contracts – Information Only (Attachment B)

- i. National Intercollegiate Rodeo Association \$20,000

Financials – For Approval

Dionne Roccaforte

- a. Year to Date Budget Summary as of 01/31/2026 (Attachment C)
- b. Statewide Lodging Tax Collections as of 01/31/2026 (Attachment D)

IV. Contracts – For Approval (Attachment B)

- d. Zartico, Inc. – Amendment One \$118,750

V. Board Member Annual Paperwork

- a. Code of Ethics (Attachment E)
- b. Conflict of Interest (Attachment F)

V. Director’s Reports

a. Business Operations

- i. Year in Review Kari Eakins
- ii. America 250 Kari Eakins

b. Global Partnerships

- i. Brand USA James Scoon
- ii. India Market Jim Wollenburg
- iii. WY Best / DMO Meetings Amy Larsen & Berkeley Young

c. Brand Studio

- i. Mavericks Wanted Industry Toolkit BVK
- ii. Partnership to Master LLM Search Verb
- iii. Fieldist Content Creator Platform Snowday

VI. Executive Director’s Report

Domenic Bravo



Office of Tourism

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a. Legislative update

VII. Nominating Committee

Tony O'Brien

a. Chairman and Vice Chairman Slate of Officers

i. Chairman – Charisse Haws

ii. Vice Chairman – Jenissa Meredith

VIII. Old Business

IX. New Business

X. Public Comments

XI. Executive Session

XII. Adjourn

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

- April 14 - 15, 2026: U.S. Travel Association Destination Capitol Hill, Washington, D.C.
- **April 20, 2026: Virtual WOT Board Meeting, 3:00 – 4:00 p.m.**
- May 3 – 9, 2026: National Travel and Tourism Week
- **May 12-13, 2026: WOT Board Retreat, Jackson**
- **June 15, 2026: Virtual WOT Board Meeting, 3:00 – 4:00 p.m.**
- **August 17, 2026: Virtual WOT Board Meeting, 3:00 – 4:00 p.m.**
- September 18, 2026: WHTC Golf Classic, Jackson
- **October 21 - 22 2026: In-person WOT Board Meeting in conjunction with Fall Summit, Sheridan**
- December 2 – 5, 2026: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 21, 2026: Virtual WOT Board Meeting, 3:00 – 4:00 p.m.**