



Office of Tourism

AGENDA

Wyoming Tourism Board Meeting
Wednesday, October 22
1:15 p.m.

Holiday Inn, Riverton, Wyoming
[Zoom Link](#), Webinar ID: 851 9587 4737

- 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 August 25, 2025 (Attachment A)
 - b. FY26 Contracts – For Approval (Attachment B)
 - i. Miles Partnership, LLLP – 2027 Official Travel Guide \$152,000
 - ii. Miles Partnership, LLLP – 2025/2026 Official Travel Guide-Fulfillment \$150,000
 - c. FY26 Contracts – Information Only (Attachment B)
 - i. Miles Partnership – Ad Sales Revenue Share
- III. Financials – For Approval Dionne Roccaforte
 - a. Year to Date Budget Summary as of 09/30/2025 (Attachment C)
 - b. Statewide Lodging Tax Collections as of 09/30/2025 (Attachment D)



- IV. Director's Reports
 - a. Business Operations Kari Eakins
 - i. Welcome Center Renovations
 - b. Brand Studio Michell Howard & BVK
 - i. Power of Partnership: A Decade of Success & What the Future Holds
 - c. Global Partnerships James Scoon
 - i. Destination Development
 - ii. International Development
 - iii. Partner Elevation
- V. Executive Director's Report Diane Shober
 - a. BFY 27/28 Budget
- VI. Board Development Committee (Attachments E and F) Ken Barkey
 - a. Board Development - The board shall be comprised of nine (9) members who shall be employed in or associated closely with the travel industry. The board shall be appointed by the Governor and approved with the advice and consent of the Senate, in accordance with W.S. 28-12-101 through 28-12-103. According to statute, no appointed member shall serve more than two (2) consecutive three (3) year terms.
 - i. John Johnson (District 2) – not eligible for reappointment
 - ii. Quintin Blair (District 5) – not eligible for reappointment
 - iii. Budd Betts (At Large) – not eligible for reappointment
- VII. Old Business
- VIII. New Business
- IX. Public Comments
- X. Executive Session
- XI. Adjourn



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

- December 3 – 6, 2025: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **January 5 – 6, 2026: In-person WOT Board Meeting in conjunction with Joint Appropriations Committee, Cheyenne**
- **February 22 – 24, 2026: In-person WOT Board Meeting in conjunction with Wyoming Governor's Hospitality & Tourism Convention, Cheyenne**
- April 14 - 15, 2026: U.S. Travel Association Destination Capitol Hill, Washington, D.C.
- **May 2026: WOT Board Retreat, TBD**
- May 3 – 9, 2026: National Travel and Tourism Week
- September 2026: WHTC Golf Classic, Jackson
- **October 2026: In-person WOT Board Meeting in conjunction with Fall Summit, TBD**
- December 2 – 4, 2026: Salute to Team Wyoming Breakfast, Las Vegas, NV