



Office of Tourism

AGENDA

Wyoming Tourism Board Meeting
Monday, April 20, 2026
3:00 p.m.

[Zoom Link](#), Webinar ID: 893 7826 8065

- 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 February 22, 2026 (Attachment A)
 - b. WOT Board Meeting Minutes from April 1, 2026 (Attachment B)
 - c. Contracts – (Attachment C)
 - i. Real America Marketing Company \$830,000
 - ii. Verb Interactive \$392,280
 - iii. Percepture, Inc. \$370,500
 - iv. Simpleview, Inc. \$289,500
 - v. Brand USA \$300,000
 - vi. College Cowboy Marketing Program \$440,000
 - 1. Casper College \$55,000
 - 2. Central Wyoming College \$55,000



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3.	Eastern Wyoming College	\$55,000
4.	Laramie County Community College	\$55,000
5.	Northern Wyoming Community College – Gillette	\$55,000
6.	Northwest Wyoming Community College – Sheridan	\$55,000
7.	Northwest Community College	\$55,000
8.	University of Wyoming	\$55,000
vii.	WY Hospitality and Travel Coalition	\$300,000
viii.	Snowday Agency	\$215,000
ix.	WY Department of Transportation – Amendment One	\$190,900
x.	Dean Runyan Associates, Inc.	\$156,000
xi.	Young Strategies Inc.	\$140,000
xii.	Strategic Marketing & Research	\$87,000
xiii.	Young Strategies Inc. – Amendment One	\$75,000
xiv.	WY State Fair	\$60,000
xv.	WY Business Council	\$33,000
III.	Financials – For Approval	Dionne Roccaforte
a.	Year to Date Budget Summary as of 03/31/2026 (Attachment E)	
b.	Statewide Lodging Tax Collections as of 03/31/2026 (Attachment F)	
IV.	Contracts – For Approval (Attachment D)	
a.	Birdsall Voss and Associates, Inc aka BVK	\$19,300,00
b.	Destination Development Program	\$5,000,000
c.	WY Department of Transportation	\$1,200,000
d.	Datafy	\$241,500
V.	Executive Director’s Report	Domenic Bravo
a.	Introduction of new board members	
VI.	Old Business	



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- VII. New Business
- VIII. Public Comments
- IX. Executive Session
- X. Adjourn

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

- 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.**
- **January 31 – Feb 2, 2027: In-person WOT Board Meeting in conjunction with Governor's Hospitality & Tourism Convention, Cheyenne**