



Wyoming Tourism Board Meeting
Monday, April 14, 2025
[Zoom Link](#)
3:00 p.m.

- I. Welcome – Board Roll Call/ Board Updates 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. WOT Board Meeting Minutes from January 26, 2025 – For Approval (Attachment A)
- III. Financials – For Approval Dionne Roccaforte
 - a. Year to Date Budget Summary as of 03/31/2025 (Attachment B)
 - b. Statewide Lodging Tax Collections as of 03/31/2025 (Attachment C)
 - c. BFY25 End of Year Projections (Attachment D)
- IV. Consent Agenda Tony O’Brien
 - a. FY25 – Contract Amendments for Approval (Attachment E)
 - i. Birdsall, Voss and Associates Inc. aka BVK (Amendment One) \$9,875,000
 - ii. New Thought Digital (Amendment One) \$689,738
 - iii. Verb Interactive, Inc. (Amendment One) \$403,380
 - iv. Miles Partnership, LLLP – Fulfillment (Amendment One) \$245,000
 - b. FY26 - Contracts for Approval (Attachment E)
 - i. Real America Marketing Company dba Rocky Mountain International (RMI) \$427,420
 - ii. Snow Day Agency – Formerly New Thought Agency \$415,000
 - iii. Verb Interactive, Inc. \$407,280



iv.	College Cowboy Marketing Program	\$220,000
	1. Casper College	\$27,500
	2. Central Wyoming College	\$27,500
	3. Eastern Wyoming College	\$27,500
	4. Laramie County Community College	\$27,500
	5. Northern Wyoming Community College – Gillette	\$27,500
	6. Northern Wyoming Community College - Sheridan	\$27,500
	7. Northwest Community College	\$27,500
	8. University of Wyoming	\$27,500
v.	Brand USA – Letter of Agreement (LOA)	\$150,000
vi.	Young Strategies, Inc.	\$65,000

- V. Executive Director’s Report Diane Shober
- VI. Old Business
- 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 4 – 10, 2025: National Travel & Tourism Week
- **May 13 - 15, 2025: WOT Board Retreat, Cody**
- **June 9: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- **August 18, 2025: WOT Board Meeting Virtual, 3:00 – 4:00 p.m.**
- September 19, 2020: WHTC Golf Classic, Jackson Hole
- **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.**
- **January 2025: 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**