



Office of Tourism

AGENDA

Wyoming Tourism Board of Director's Meeting
Monday, April 22, 2024
Ramkota Inn, Casper, WY
10:00 AM – 12:00 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. Approval of Minutes from February 25, 2024 (Attachment A)
- III. Financials Dionne Roccaforte
 - a. Year to Date Budget Summary as of 03/31/24 (Attachment B)
 - b. Statewide Lodging Tax Collections as of 03/31/24 (Attachment C)
- IV. Contracts
 - a. For Approval (Attachment D)
 - i. Madden Preprint Media, LLC – Amendment Two \$ 104,500
 - ii. Birdsall, Voss & Associates, Inc. (a.k.a BVK) – Amendment One \$ 90,069
 - iii. Birdsall, Voss & Associates, Inc. (a.k.a BVK) \$9,650,000
 - iv. Destination Development Program \$5,000,000
 - 1. Tier 1 – \$2.4 million
 - 2. Tier 2 – \$1.5 million
 - 3. Tier 3 – \$1.1 million
 - v. Wyoming Department of Transportation - Interagency Agreement \$1,200,000
 - vi. M. Kaser & Associates, Inc. \$ 912,000



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vii. Simpleview Inc.	\$ 816,000
viii. New Thought Digital Agency	\$ 440,000
ix. Percepture, Inc.	\$ 395,500
x. Verb Technology Company, Inc.	\$ 392,280
xi. Real America Marketing Company dba Rocky Mountain International (RMI)	\$ 381,000
xii. 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	
xiii. True Omni, LLC	\$ 187,800
xiv. Brand USA - Letter of Agreement	\$ 150,000
xv. Miles Partnership, LLLP - Fulfillment	\$ 150,000
xvi. Wyoming Business Council - Interagency Agreement	\$ 66,000
xvii. Wyoming State Fair - Interagency Agreement	\$ 60,000
xviii. Young Strategies Inc.	\$ 53,000

b. Information Only

i. McCrimmon Productions, LLC	\$15,000
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V. Executive Director's Report	Diane Shober
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a. General Updates

VI. Old Business

VII. New Business

VIII. Public Comments

IX. Executive Session

X. Adjourn



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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.

- May 5 - 11, 2024: National Travel & Tourism Week – see local DMO
- May 14 – 15, 2024: Joint Travel, Recreation, Wildlife & Cultural Resources Committee, Cody
- **June 3 - 5, 2024: WOT Board Retreat, Sweetwater County**
- July 9 - 10, 2024: Joint Travel, Recreation, Wildlife & Cultural Resources Committee, Casper
- **August 19, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm**
- September 20, 2024: WHTC Golf Classic, Jackson
- September 30 – October 1, 2024: Joint Travel, Recreation, Wildlife & Cultural Resources Committee, Cheyenne
- **October 16 - 17, 2024: In-Person Board Meeting in Conjunction with Fall Summit, TBD**
- December 6, 2024: Salute to Team Wyoming Breakfast, Las Vegas, NV
- **December 16, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm**
- **January 26 - 28, 2025: In-person Board Meeting in conjunction with Wyoming Governor's Hospitality & Tourism Convention, Cheyenne**