



Agenda
Wyoming Tourism Board of Director's Meeting
Tuesday, January 9, 2024
Cheyenne, WY

Zoom: <https://us02web.zoom.us/j/87307237001?pwd=UTkvQ05BaVMwbUErcmV2VERjK0VYZz09>

- I. Welcome – Board Roll Call/ Board Updates Mike Keller
 - a. Board Members:
 - i. Mike Keller, Chairman
 - ii. Tony O'Brien, Vice Chairman
 - iii. Budd Betts
 - iv. Quintin Blair
 - v. John Johnson
 - vi. Charisse Haws
 - vii. Mark Tesoro
 - viii. Ken Barkey
 - ix. Shawn Parker
 - b. Staff Introductions
 - c. Public Introductions

- II. Approval of Minutes from October 25, 2023 (Attachment B)

- III. Financials Dionne Roccaforte
 - a. Year to Date Budget Summary as of 11/30/23 (Attachment C)
 - b. Statewide Lodging Tax Collections as of 12/31/2023 (Attachment D)

- IV. Contracts Diane Shober
 - a. For Approval (Attachment E)
 - i. Miles Partnership, LLLP – 2025 OTG/Ad Sales \$152,000
 - ii. Zartico, Inc. \$95,000
 - iii. Team Wyoming \$84,500
 - 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. Chet Johnson \$ 4,600



7. Seth Hardwick \$ 4,600

b. Information Only

i. Sweetwater Events Complex (NHSFR) \$40,000

ii. National Intercollegiate Rodeo Association (CNFR) \$40,000

V. Director Reports

a. General Updates – Business Operations

b. General Updates – Global Partnerships

c. General Updates – Brand Studio

VI. Executive Director’s Report

Diane Shober

a. Budget Update

VII. Nominating Committee

Mike Keller

a. Nominations of Officers

b. Board Development (Attachment F)

VIII. Old Business

IX. New Business

X. Public Comments

XI. Executive Sessions

XII. Adjourn

IMPORTANT DATES:

- January 15 – 19, 2024: Joint Appropriations, Cheyenne, WY
- February 6, 2024: Joint Appropriations, Virtual
- February 25 – 27, 2024: In-person Board Meeting in conjunction with Governor’s Conference on Hospitality & Tourism, Cheyenne, WY
- March 19-20, 2024: U.S. Travel’s Destination Capitol Hill, Washington, DC
- April 15, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- May 2024: WOT Board Retreat, TBD
- May 5-11, 2024: National Travel and Tourism Week
- June 17, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- August 19, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm
- October 2024: In-Person Board Meeting in conjunction with Fall Summit, TBD
- December 16, 2024: WOT Board Meeting Virtual, 3:00 – 4:00 pm



Board of Director's Meeting Minutes
Wednesday, October 25, 2023
Old Faithful Inn, Yellowstone National Park

ATTACHMENT B

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Quinton Blair, Shawn Parker, and Mark Tesaro. Not in Attendance: Budd Betts, John Johnston, Charisse Haws, and Ken Barkey.

Staff Members Present: Diane Shober, Michell Howard, James Scoon, Kari Eakins, Dionne Roccaforte, Amy Larsen, Blake Ward, Glenn Gardner, Haley Freeman, Jeanett Wolff, Becky Ward, Jim Wollenburg, Lexi Mitchell, Piper Singer, Becky Oswald, Keith Turbitt, Sara Borgerding and Sarah Reed.

Guests Present: Berkley Young, Madelyn Matlock, Darren Rudloff, Sarah Kissko Hersh, Darci Bandi, Abby Jenkins, Victoria Simmons, Kim Palmer, Mitch Knothe, Mathias Jung, Lesley Rowbal, Helen Wilson, Dave Glenn, Patrick Harrington.

I. Chairman, Mike Keller, called the meeting to order at 1:01 p.m.

II. The meeting minutes from August 28, 2023 were presented for approval. Shawn Parker motioned to approve the minutes; Quintin Blair seconded; motion passed unanimously.

III. **Financials**

A. **Year to Date Budget Summary** - Senior Accounting Manager, Dionne Roccaforte, presented the Year To Date Financials as of September 30, 2023. Quintin Blair motioned to approve the financials as presented; Tony O'Brien seconded; motion passed unanimously.

B. **Statewide Lodging Tax Collections** - Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of September 30, 2023. Shawn Parker motioned to approve; Tony O'Brien seconded; motion passed unanimously.

IV. **Contracts**

A. **For Approval**

i. **Wyoming State Parks and Cultural Resources** - The purpose of this contract is to utilize \$275,000 for improvements to the Quebec 01 Missile Alert Facility State Historic Site through the installation of Phase II exhibits. The contract will not exceed \$275,000 and will be paid by September 30, 2024. This is a budgeted item in Business Operations through a \$1.5 million legislative appropriation from the Wyoming Tourism Reserve and Project Account. Quintin Blair motioned to approve; Shawn Parker seconded; motion passed unanimously.

V. **Director's Reports**

A. **Business Operations** - Director of Strategy and Business Operations, Kari Eakins, presented on her work since joining the agency in August, an upcoming project regarding employee compensation, the renovations at the Wyoming Welcome Centers and Quebec 01, and Strategic Plan Key Messages.

B. Global Partnerships – Director of Global Partnerships, James Scoon, presented with his staff, Jim Wollenberg, on the WY Best and Destination Development programs, International Reporting, AAA, and the Shooting Complex. RMI Founder, Mathias Jung, presented an update on international tourism. Several board members gave feedback on AAA and its decreasing relevance to their work.

C. Brand Studio – Sr. Director of Brand Strategy, Michell Howard, provided program updates from her team, including a recent RFI for transforming digital platforms that received ten responses and upcoming media missions. Kim Palmer from Miles presented on Destination Optimization results and Darci Bandi and Abby Jenkins from BVK presented on summer campaign results, Wildly Wyoming, and the winter campaign.

VI. Executive Director's Report

A. Executive Director, Diane Shober presented on the Biennium FY25/26 budget process and pending legislation regarding the Wyoming Outdoor Recreation and Tourism Trust Fund. Acting Director of Wyoming State Parks & Cultural Resources Dave Glenn noted that the draft legislation currently has a goal of building the trust fund to \$250 million.

VII. Nominating Committee – Vice Chairman O'Brien presented on board development and the statutory terms for board members and discussed a call for nominations regarding board appointments.

VIII. Old Business – No old business.

IX. Public Comments – Amy Larson noted that it is Madelyn Matlock's birthday. Executive Director Shober informed the board that the Wyoming State Fair won 2023 Small Rodeo of the Year for the Mountain States PRCA Circuit and went over important upcoming dates. Chairman Keller provided information about the upcoming events at the Old Faithful Inn as part of the Fall Summit and road information for leaving the park.

X. New Business

A. Executive Director's Performance Evaluation – Shawn Parker motioned, and Quintin Blair seconded to proceed to Executive Session per W.S. 16-4-405 with Executive Director, Diane Shober, at 2:45 p.m. Chairman Keller reconvened the Board at 3:15 p.m.

XI. Executive Session – No additional executive session was held.

XII. Adjourn – Upon conclusion of the meeting Quintin Blair motioned; Tony O'Brien seconded to adjourn at 3:19 p.m. The motion passed unanimously.

Biennium Budget Summary FY23/FY24
Period Reporting: 07/1/2022 to 11/30/2023

		7/1/22 - 11/30/23	
	FY23/24 BUDGET	EXPENSES TO DATE	BALANCE
Wyoming Tourism Account (WTA)			
100 - Personal Services	\$ 4,975,464	\$ 3,396,660	\$ 1,578,804
200 - Support Services	\$ 2,385,182	\$ 1,941,115	\$ 444,068
400 - Central Data Services	\$ 90,713	\$ 57,672	\$ 33,041
900 - Professional Services	\$ 31,409,518	\$ 20,153,835	\$ 11,255,683
Grand Total	\$ 38,860,877	\$ 25,549,281	\$ 13,311,596
Federal Funds			
Grand Total	\$ 2,705,435	\$ 2,405,435	\$ 300,000
Special Revenue			
Royalties & Revenue Share	\$ 11,311	\$ 11,311	\$ 11,311
Agency Fund	\$ 36,238	\$ -	\$ 36,238
Grand Totals	\$ 47,549	\$ 11,311	\$ 47,549

Wyoming Tourism Reserve (WTR)			
State Parks & Cultural Resources	\$ 2,000,000	\$ 2,000,000	\$ -
Renovations & Enhancements at Welcome Center	\$ 1,500,000	\$ -	\$ 1,500,000
University of Wyoming	\$ 250,000	\$ 2,000	\$ 248,000
*Capitol Square Preservation Account Transfer	\$ 2,000,000	\$ 2,000,000	\$ -
Grand Totals	\$ 5,750,000	\$ 4,002,000	\$ 1,748,000

3% Statewide Lodging Tax Collections - WY Dept of Rev - Aggregate Tax Distribution Report

Tourism Account

	Actual FY21	Actual FY22	YOY Δ	Actual FY23	Actual FY24	YOY Δ
July		\$ 3,065,743		\$ 2,553,357	\$ 3,279,587	28%
August		\$ 4,097,585		\$ 4,031,387	\$ 4,212,377	4%
September		\$ 3,768,837		\$ 3,660,024	\$ 3,273,553	-11%
October		\$ 3,109,354		\$ 3,072,623	\$ 4,063,793	32%
November		\$ 1,793,561		\$ 1,759,521	\$ 1,934,829	10%
December		\$ 852,358		\$ 848,341	\$ 849,264	0%
January	\$ -	\$ 1,194,987		\$ 1,257,136		
February	\$ 799,800	\$ 1,352,992	41%	\$ 1,351,050		
March	\$ 1,060,555	\$ 1,613,769	34%	\$ 1,396,087		
April	\$ 1,224,680	\$ 1,622,132	25%	\$ 1,533,740		
May	\$ 776,681	\$ 841,188	8%	\$ 809,676		
June	\$ 1,354,389	\$1,370,066	1%	\$ 1,421,684		
Total	\$ 5,216,105	\$ 24,682,573	22%	\$ 23,694,626	\$ 17,613,403	11%

12 mos (BFY21-22 actual)	\$ 24,682,573
Biennium Carryover (actual)	\$ 29,898,678
2 year average (FY22-FY23)	\$ 24,188,599
Biennial Forecast (actual)	\$ 48,377,198
Biennial Forecast (less 10%)	\$ 43,539,479
Biennial Forecast (less 25%)	\$ 36,282,899

Fund Deposits to Date	\$ 71,206,706
BFY23-24 Budget	\$ 38,009,164
100 Series - July 2022	\$ 239,284
Supplemental Budget	\$ 600,000
100 Series - July 2023	\$ 174,008
WOT Total Spending	\$ 39,022,456
Outdoor Recreation Office	\$ 400,000
Total Fund Expenditures	\$ 39,422,456
Account Balance	\$ 31,784,250

Tourism Reserve and Project Account						
	Actual	Actual	YOY Δ	Actual	Actual	YOY Δ
	FY21	FY22		FY23	FY24	
July		\$ 766,436		\$ 638,339	\$ 819,897	28%
August		\$ 1,024,396		\$ 1,007,846	\$ 1,053,094	4%
September		\$ 942,209		\$ 915,006	\$ 818,388	-11%
October		\$ 777,338		\$ 768,156	\$ 1,015,948	32%
November		\$ 448,390		\$ 439,880	\$ 483,707	10%
December		\$ 213,090		\$ 212,085	\$ 212,316	0%
January	\$ -	\$ 298,747		\$ 314,284		
February	\$ 199,950	\$ 338,248	41%	\$ 337,763		
March	\$ 265,139	\$ 403,442	34%	\$ 349,022		
April	\$ 306,170	\$ 405,533	25%	\$ 383,435		
May	\$ 194,170	\$ 210,297	8%	\$ 202,419		
June	\$ 338,597	\$ 342,516	1%	\$ 355,421		
Total	\$ 1,304,026	\$ 6,170,642	22%	\$ 5,923,656	\$ 4,403,350	11%
12 mos (actual)	\$ 6,170,642					
BFY23-24 Carryover (actual)	\$ 7,474,668					
2 year average (FY22-FY23)	\$ 6,047,149					
Biennial Forecast (actual)	\$ 12,094,298					
Biennial Forecast (less 10%)	\$ 10,884,868					
Biennial Forecast (less 25%)	\$ 9,070,724					
				Fund Deposits to Date	\$ 17,801,674	
				BFY23-24 Budget	\$ 3,750,000	
				Capitol Square Wayfinding	\$ 2,000,000	
				Shooting Sports Task Force	\$ 2,500,000	
				Outdoor Rec/Tourism Trust Fund	\$ 6,000,000	
				Total Spending	\$ 14,250,000	
				Account Balance	\$ 3,551,674	

Contract Summary for January 2024

FOR APPROVAL:

MILES PARTNERSHIP, LLLP – 2025 OFFICIAL TRAVEL GUIDE (OTG)/AD SALES.

Purpose – The purpose of this contract is to create, produce, and distribute the 2025 Wyoming Official Travel Guide (OTG), produce the digital version of the Travel Guide to be made available on travelwyoming.com, and present OTG supported marketing plans that create new content for evaluation in biannual independent research. It will also lay out the foundation to support WOT's owned channel advertising opportunities to maximize partner exposure and referrals while generating revenue share to offset OTG production costs.

Deliverables – Contractor shall design, produce, and distribute the 2025 OTG. Develop and solicit advertising and placements for the 2025 Wyoming Official Travel Guide (OTG), official consumer website (www.travelwyoming.com), sponsored content, events and listings, social media takeovers, monthly e-newsletter, and a lead generation program for industry partners; and establish WOT's advertising revenue share from advertising sales. (FY23 ad sales revenue share: \$8,040).

Contract Amount – Will not exceed \$152,000 for the 2025 OTG. Revenue share percentages will be credited to WOT as outlined below:

Product	Share %
Guide	2%
Email	
\$1-\$29,999	0%
\$30,000-\$75,000	5%
\$75,001+	8%
TravelWyoming.com	
\$1-\$174,999	0%
\$175,000-\$225,000	5%
\$225,001+	8%

Term of Contract – Date fully executed through February 28, 2026.

Budget – Brand Studio, Public Relations

ZARTICO, INC

Purpose – Contractor shall develop, update, and maintain Destination Intelligence Platform for the reporting, analysis, insights, and location and visualization of data collected on Wyoming’s visitor economy.

Deliverables – Geolocation, event, and spending data, in addition to Points of Interest, County Districts, Website contribution, Custom Modules, and Dynamic Visualizations to facilitate creation of custom insights and exploratory data analysis, Wyoming specific community data for clear and consistent stakeholder reporting.

Contract Amount – Will not exceed \$95,000, this is the same amount as last year.

Term of Contract – Date fully executed through March 31, 2025

Budget – Business Operations, Research

TEAM WYOMING

Purpose - Endorsement of seven (7) Team Wyoming professional rodeo cowboys through the 2024 Professional Rodeo Cowboy Association (PRCA) Patch Program.

Deliverables - Rodeo athletes wear clothing with stitched “Wyoming” logo while competing and during public appearances and features “Wyoming” logo on designated gear, participates in media interviews, fulfills an agreement to make a minimum number of social media posts, signs autographs, and attends the Salute to Team Wyoming breakfast in Las Vegas if he/she qualifies for National Finals Rodeo (NFR).

Contract Amount – Total of all seven (7) contracts shall not exceed \$84,500; this is \$3,500 more than last year.

Dusty Tuckness	\$18,000
Brody Cress	\$15,500
Cole Reiner	\$15,500
Nathan Jestes	\$14,000
Tanner Butner	\$13,500
Chet Johnson	\$ 4,600
Seth Hardwick	\$ 4,600

Term of Each Contract – Date fully executed through December 31, 2024.

Budget – Business Operations, Cowboy Marketing

INFORMATION ONLY:

SWEETWATER EVENTS COMPLEX

Purpose – Support for advertising and promoting the July 14-20, 2024, and July 2025 (dates TBA), National High School Finals Rodeo (NHSFR) which will be held in Rock Springs, WY.

Deliverables – Enhance audience development for 2024 and 2025 (NHSFR) with an approved advertising and promotion plan.

Contract Amount – Contract will not exceed \$40,000.00. This is a 2-year contract; payout will be \$20,000.00 each contract year.

Term of Each Contract – Date fully executed through August 31, 2025.

Budget – Business Operations, Cowboy Marketing

NATIONAL INTERCOLLEGIATE RODEO ASSOCIATION

Purpose – Support for advertising and promoting the June 9-15, 2024, and July 2025 (dates TBA) College National Finals Rodeo (CNFR), which will be held in Casper, WY.

Deliverables – Enhance audience development for the 2024 and 2025 CNFR with an approved advertising and promotion plan.

Contract Amount – Will not exceed \$40,000.00. This is a 2-year contract; payout will be \$20,000.00 each contract year.

Term of Contract – Date fully executed through June 30, 2025.

Budget – Business Operations, Cowboy Marketing

Board Development

Current Applications:

1	Renee Penton-Jones	Mills - Dist 2	Regional Director of Operations - Regency Hotel Management	12/26/2023 *also applied in previous years
2	Helen Wilson	Lander - Dist 6	Executive Director of Fremont County's Lodging Tax Board (Wind River Visitors Council)	12/26/2023
3	Jenissa Meredith	Rock Springs - Dist 4	President & CEO of Sweetwater County Travel and Tourism	12/18/2023 *also applied in previous years
4	Domenic Bravo	Cheyenne - Dist 1	CEO/President for Visit Cheyenne	11/28/2023 *also applied in previous years
5	Shawn Parker	Sheridan - Dist 3	Executive Director Sheridan County Travel & Tourism	11/28/2023 *applying for reappointment
6	Taylor Phillips	Jackson - Dist 6	Self Employed and Owner Jackson Hole EcoTour Adventures	*applied last year but still 9/9/2022 interested

Expired Applications:

1	Samuel Robert Clikeman	Gillette - Dist 3	Self-Employed, Big Lost Meadery	12/28/2021
2	Thomas Charles Hirsig	Cheyenne - Dist 1	CEO Cheyenne FrontierDays Hampton Inn & Suites Riverton	12/23/2021
3	Ryan Preston	Riverton - Dist 6	Wyoming	12/1/2021
4	Kanda Pendleton (Kandi)	Rock Springs - Dist 4	CEO, Sweetwater Events Complex	12/1/2021
5	Harmony Savoia	Laramie - Dist 1	Area Director of Sales for Aimbridge Hospitality in Cheyenne	12/1/2021