

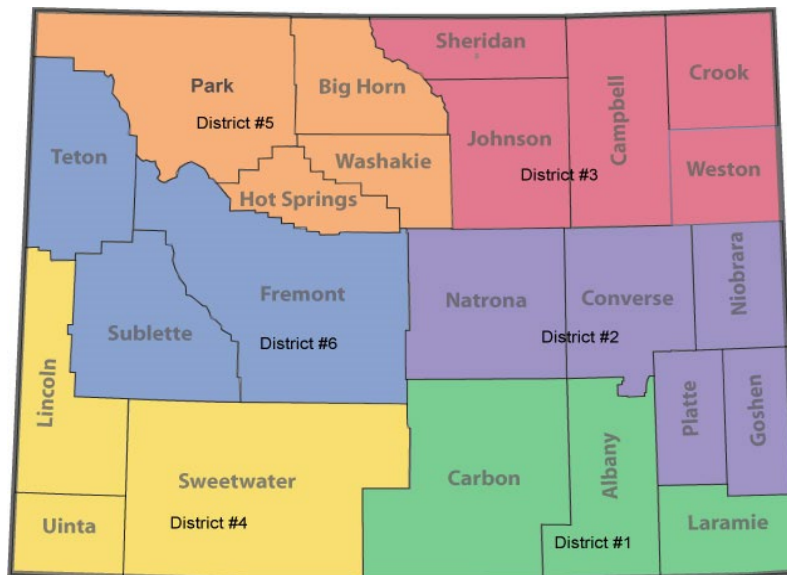
## Wyoming Tourism Board Development Plan

### Introduction/History

Thanks to the support of Governor Dave Freudenthal, the Wyoming Lodging & Restaurant Association and the Wyoming Travel Industry Coalition, the Wyoming Legislature attached a footnote to the 2003 Supplemental Budget and renewed that footnote during the 2005-06 Biennium Budget Session establishing the Wyoming Tourism Board to oversee the activities of the Division of Tourism of the Wyoming Business Council.

After the thoughtful yet persistent efforts of Wyoming's travel and tourism industry, legislation was drafted and presented as SF 75 during the 58<sup>th</sup> Legislature to permanently establish the Wyoming Tourism Board. On February 14, 2007, SF 75 was signed by Governor Dave Freudenthal and enacted into law and the Wyoming Office of Tourism became a stand-alone agency under the Wyoming Economic Development Act.

The Board consists of a total of nine (9) members, six (6) within the following Wyoming districts and three (3) at-large as outlined in statute 9-12-100.



District	Counties	Board Member	Expires
1	Carbon, Albany and Laramie	Tony O'Brien	2-28-27
2	Platte, Goshen, Niobrara, Converse and Natrona	John Johnson	2-28-26
3	Crook, Weston, Campbell, Johnson and Sheridan	Shawn Parker	2-28-27
4	Lincoln, Uinta and Sweetwater	Jenissa Meredith	2-28-28 **
5	Park, Big Horn, Hot Springs and Washakie	Quintin Blair	2-28-26
6	Fremont, Sublette and Teton	Charisse Haws	2-28-28 **
At Large		Budd Betts	2-28-26
At Large		Taylor Phillips	2-28-27 **
At Large		Ken Barkey	2-28-28

**\*\*Eligible for Reappointment**



## **Board Vision Statement**

The Wyoming Tourism Board is the leading proponent of the state's tourism/hospitality industry. We provide governance and policy oversight for the Wyoming Office of Tourism.

## **Board Structure**

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.

## **Board Criteria**

1. Broad industry representation by sector and geography.
2. Deep knowledge/understanding of the tourism/hospitality industry and/or marketing.
3. Board Chair needs to be owner/chief executive officer/general manager level or have extensive marketing experience. The Chair must be in a position to be available through communications and commitment of time to agency executive director.

## **Application Process**

1. Existing Board members will solicit names from industry associations, organizations, related groups and encourage them to apply.
2. Board appointments are the responsibility of the Governor of Wyoming. Interested applicants must submit a cover letter, resume and "Application for Gubernatorial Appointment" thru the Governor's [Boards and Commissions](#) process.
3. Notification of appointment will be made through the Governor's Office.

## **Board Responsibilities**

Wyoming Tourism Board members will. . .

1. Abide by the Policies of the Wyoming Office of Tourism Board of Directors.
2. Be familiar with the statutes governing the board.
3. Be the leading proponent of the Wyoming travel/hospitality industry.
4. Focus on "big picture" issues and set aside individual/regional agendas.
5. Develop, in concert with the executive director and key staff, the overall marketing philosophy and strategy of the agency.
6. Provide governance and policy oversight. The executive director is responsible for staff and day-to-day operations.
7. Provide fiduciary responsibility to the Governor and Wyoming Legislature.
8. Attend two-thirds of scheduled board meetings and/or not miss more than two consecutive meetings without prior written consent of the Chairman.
9. Serve as a "buffer" for the executive director/staff, as necessary, on controversial or potentially controversial issues/requests from the industry.
10. Designate the Board Chair or her/his representative to be the primary point of contact for the executive director.



### **Conflict of Interest**

Public officials, including members of boards and commissions, have an obligation to always put the public interest above their own personal and private interests when carrying out their official duties. As members of the Wyoming Tourism Board, board members will agree to:

- Make known any connections with groups, businesses or organizations doing business with the agency.
- Abstain from discussions and voting on matters affecting transactions between the agency and the business/organization.

The above requirements do not prevent a board member from briefly stating a position or answering pertinent questions. Minutes of the meeting will reflect a disclosure was made and the board member abstained from voting.