



Board of Director's Meeting Minutes
Sunday, February 25, 2024
Cheyenne, WY

ATTACHMENT A

Tourism Board Members Present: Mike Keller (Chairman), Tony O'Brien (Vice Chairman), Charisse Haws, Quintin Blair, Mark Tesoro, Budd Betts, Shawn Parker, Ken Barkey, John Johnson.

Staff Members Present: Diane Shober, Angelina Cisneros, Kari Eakins, Becky Oswald, Michell Howard, James Scoon, Dionne Roccaforte, Kristy Simola, Sara Borgerding, Glenn Gardner, Keith Turbitt, Amy Larsen, Sarah Reed, Piper Singer, Lexi Mitchell, Hailey Mach, Blake Ward, Haley Freeman, Stephen Haukaas.

Guests Present: Taylor Phillips, Jackson Hole Eco Tours; Darren Rudloff, Rudloff Solutions; Jesse Ryan, New Thought; Victoria Simmons, BVK; Annmarie Colonna, Percepture; Lauren Clark, Percepture; Sarah Hupp Foster, Madden; Helen Wilson, Wind River Visitor Council; Kim Palmer, Miles Partnership; Debbie Johnson, Miles Partnership; Mitch Knothe, Miles Partnership; Lesley Rowbal, Madden; Julia Grisham, Miles Partnership; Dylan Scacchettis, Madden; Dan McCoy, University of Wyoming; Helen Gordon, Wind River Visitor Council; Darci Bardi, BVK; Lauren Murray, BVK; Berkeley Young, Young Strategies; Madelyn Matlock, Young Strategies; Anna Jenkins, BVK.

I. Chairman, Mike Keller, called the meeting to order at 1:03 p.m.

II. The meeting minutes from January 9, 2024, were presented for approval. John Johnson motioned to approve the corrected minutes; Shawn Parker 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 January 31, 2024. Quintin Blair motioned to approve the financials as presented; Ken Barkey seconded; motion passed unanimously.

B. **Statewide Lodging Tax Collections** - Senior Accounting Manager, Dionne Roccaforte, presented the Statewide Lodging Tax Collections report as of January 31, 2024. Shawn Parker motioned to approve; John Johnson seconded; motion passed unanimously.

IV. Contracts

A. For Approval

i. **Miles Partnership, LLP – 2025 Official Travel Guide (OTG) / Ad Sales** – The purpose of this contract is to increase the contract dollar amount by \$5,000.00. The additional money will be for the Contractor to send one person on a Familiarization Trip (FAM) to Wyoming. Location and dates to be mutually agreed upon between Tourism and Contractor. Contract will not exceed \$157,000.00. This is a budgeted item in Brand Studio / Public Relations. Budd Betts motioned to approve; Quintin Blair seconded; motion passed unanimously.

V. Director Reports

A. Business Operations –

i. Director of Strategy and Business Operations, Kari Eakins introduced Wyoming Office of Tourism's (WOT) newest employee, Stephen Haukaas, Business Operations Manager. She announced the annual



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Welcome Center Spring Familiarization Tour (FAM) is coming up April 29 – May 2 and will take place in Sheridan and Johnson counties. For the first time in five years, the FAM will be able to include the participation of DMO professionals. Director Eakins reviewed some highlights within the newly printed 2023 Year in Review report.

B. Global Partnerships –

- i. Industry Relations Manager, Amy Larsen provided an update on the WY Best program which is done in partnership with Young Strategies. The program has completed 21 strategic plans for Wyoming community partners. She also revealed the success of last summer's *Last Bastian of the West* FAM itinerary, which has resulted in four tour operator published Wyoming trips - a 100% turnaround of that program. She continues to partner with travel trade professionals in developing tours and content that address tour trends and traveler demands.
- ii. Strategic Partnerships Manager, Glenn Gardner provided an overview of the Dude Ranchers Annual Convention, that he attended in Fort Worth, TX, where he presented marketing opportunities and WOT's partner portal to 13 dude ranches at the Wyoming District Meeting. He also provided an example of a quarterly report that is sent to Wyoming partners as a tool utilized in maintaining regular industry communication on travel statistics provided by WOT research vendor Zartico.

C. Brand Studio –

- i. Darci Bandy, BVK, delivered highlights of the upcoming Summer 2024 advertising campaign where the focus is on awareness. She presented examples of out of home advertisements, short video series, Modern Explorer videos, print, and digital creative. Partnerships are being explored with online channels, premium publications, and online booking platforms which will focus on family content. Upcoming projects for the summer include a new Modern Explorer; season two of the Howdy Neighbor series; "I Know a Spot" YouTube videos; a spring/summer real-time event photo shoot; and social media influencers. Darci also shared results of the 2023 Ad Effectiveness study which was overall very positive. Abby Jenkins, BVK, announced the continuation of the Wildly Wyoming miniseries called "Meet the Guides" which kicks off in March and will focus on the stories of three visitor guides and outfitters. Footage from the shoot will be utilized to create online content that will be shared on the Wildly Wyoming influencer's and WOT's social media channels.
- ii. Annmarie Colonna and Lauren Clark, Percepture, talked about navigating the media industry by building relationships, identifying trends and making unique partnerships to tell the stories of Wyoming people and places. She announced upcoming public relations projects which include a media event on May 1 with Brandon Nimmo at Citi Field in NYC; bringing social media influencers to the state in the spring; and writers with Today.com and USA Today in the summer.

VI. Executive Director's Report – Executive Director, Diane Shoher explained the year over year Return on Investment (ROI) numbers of the Ad Effectiveness study and how it relates to the advertising strategy. Director Shoher also reviewed WOT's year-end budget projections for the budget fiscal year 2024 as well as WOT's Biennium Budget request for budget fiscal year 2025/2026 that is currently being reviewed in the legislature.

VII. Nominating Committee

- i. **Election of Officers** – Chairman Mike Keller, Chairman of the Nominating Committee, announced the slate of officers for the board Chairman and Vice Chairman. Chairman Keller motioned to elect Tony O'Brien as Chairman and Quintin Blair as Vice Chairman. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously.

VIII. Old Business – No old business.



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- IX. New Business** – No new business.
- X. Public Comments** – No public comments.
- XI. Executive Session** – No executive session was held.
- XII. Adjourn** – Upon conclusion of the meeting Shawn Parker motioned; Quintin Blair seconded to adjourn at 3:18 p.m. The motion passed unanimously.