



Wyoming Tourism Board Meeting Minutes Monday, April 14, 2025 Virtual

Tourism Board Members Present: Tony O'Brien (Chairman), Quintin Blair (Vice Chairman), Ken Barkey, Budd Betts, Charisse Haws, John Johnson, Jenissa Meredith, Shawn Parker, Taylor Phillips

Staff Members Present: Diane Shober, James Scoon, Michell Howard, Piper Singer Cunningham, Keith Turbitt, Dionne Roccaforte, Angelina Cisneros, Kristy Simola, Sara Borgerding, Stephen Haukaas, Sarah Reed, Glenn Gardner, Daiven Francis

Guests Present: Darci Bandi, Sydney Steward, Victoria Simmons with BVK

- I. Chairman, Tony O'Brien, called the meeting to order at 3:20 p.m.
- II. **Minutes** – Chairman Tony O'Brien presented the WOT Board Meeting Minutes from January 26, 2025 (attachment A). Shawn Parker moved to approve the minutes as presented; Charisse Haws seconded; motion passed unanimously.
- III. **Financials** - Senior Accounting Manager, Dionne Roccaforte, presented the financials (attachments B, C, D). Quintin Blair moved to approve the financials as presented; Shawn Parker seconded; motion passed unanimously. Quintin Blair amended his previous motion to approve the financials to include attachments C and D; John Johnson seconded; motion passed unanimously.
- IV. **Consent Agenda** – Chairman Tony O'Brien presented the consent agenda (attachment E). Shawn Parker moved to approve the consent agenda as presented; Quintin Blair seconded; motion passed unanimously.
 - A. FY25 Contract Amendments
 - i. **Birdsall, Voss and Associates, Inc. aka BVK (Amendment One)** – This amendment allocates an additional \$225,000 to increase summer media presence. The additional media lift will involve increased investment across key digital channels, including targeted display ads, online video and social media advertising. Total contract will not exceed \$9,875,000. This is a budgeted item in Brand Studio, Brand Integration. The contract was approved by the board on April 22, 2024.
 - ii. **Snow Day Agency – formerly New Thought Digital (Amendment One)** – This amendment allocates an additional \$249,737.50 for 250th and Capital project management, advertising recommendations, budget and timeline management, and high-quality content creation. It will also fund the development of a "WOT creator network," a platform to connect brands and content creators for user-generated video content. The date to fully execute the contract will be extended through June 30, 2027. The total contract will not exceed \$689,737.50. This is a budgeted item in Brand Studio, Brand Integration. The contract was approved by the board on April 22, 2024.
 - iii. **Verb Interactive, Inc (Amendment One)** – This amendment allocates an additional \$11,100 to add paid tactics behind boosting YouTube subscribers and video views of the Howdy Neighbor Campaign and will strategically utilize short-form and in-feed creative, alongside targeted ad placements to enhance brand consideration and engagement. The total contract will not exceed \$403,380. This is a budgeted item in Brand Studio, Public Relations. The contract was approved by the board on April 22, 2024.
 - iv. **Miles Partnership, LLLP – Fulfillment (Amendment One)** – This amendment is to allocate an additional \$95,000 to fulfill the requirements for the completion of the current calendar year and extend the term of the contract through December 31, 2025, to align with the Ad Sales and Official Travel Guide contracts. The total contract will not exceed \$245,000. This is a budgeted item in Brand Studio, Content. The contract was approved by the board on April 22, 2024.

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B. FY26 Contracts

- v. **Real America Marketing Company dba Rocky Mountain International** – The purpose is to increase the state of Wyoming revenues through promotion and development of group travel, prepackaged tours, convention and incentive tours and promotion and publicity in Germany, Switzerland, Austria, England, Wales, Scotland, Northern Ireland, Republic of Ireland, the French market, Belgium, the Netherlands, Luxembourg, the Italian market, Denmark, Sweden, Norway, Iceland, Finland, Australia and New Zealand. The contract will not exceed \$427,420, an increase of \$12,420 from the previous contract. This is a budgeted item in Global Partnerships.
- vi. **Snow Day Agency (formerly New Thought Digital)** – The purpose is to manage content (photos and videos), develop and run Content Creators Network, and provide industry support through partner outreach, marketing strategies, workshops, and the Partner Portal. The contract will not exceed \$415,000, a decrease of \$25,000 from the previous contract. This is a budgeted item in Brand Studio, Brand Integration.
- vii. **Verb Interactive, inc.** – The purpose is to enhance TravelWyoming.com’s digital presence organically, engage with segmented audiences effectively, improve search engine visibility and optimize content across various channels to drive traffic and conversions. The contract will not exceed \$407,280, an increase of \$15,000 from the previous contract. This is a budgeted item in Brand Studio, Public Relations.
- viii. **College Cowboy Marketing Program** – The purpose is to provide sponsorship support for operations and scholarship opportunities for eight Wyoming College Rodeo Programs during the 2025/2026 academic year at the following schools. The contract will not exceed \$220,000, \$27,500 per contract, the same amount as the previous contracts. This is a budgeted item in Business Operations, Cowboy Marketing.
 - Casper College - \$27,500
 - Central Wyoming College \$27,500
 - Eastern Wyoming College - \$27,500
 - Laramie County Community College - \$27,500
 - Northern Wyoming Community College - Gillette - \$27,500
 - Northern Wyoming Community College - Sheridan - \$27,500
 - Northern Community College - \$27,500
 - University of Wyoming - \$27,500
- ix. **Brand USA – Letter of Agreement** – The purpose is to provide international marketing outreach. The contract will not exceed \$150,000, the same amount as the previous Letter of Agreement. This is a budgeted item in Global Partnerships.
- x. **Young Strategies, Inc.** – The purpose is to provide support and resources to elevate partners through the WYBest program. This includes, but not limited to, engaging with local lodging tax boards and industry leaders for strategic tourism planning, board training and providing recommendations to best utilize destination development funds. The contract will not exceed \$65,000, a decrease of \$13,000 from the previous contract. This is a budgeted item in Global Partnerships.

V. Executive Director’s Report – Executive Director, Diane Shober provided an overview of the upcoming board retreat for fiscal year 2027-2028 biennium planning. The retreat will take place May 13 – 15 in Cody, Wyoming.

VI. Old Business – Shawn Parker announced he will now be able to attend the planning retreat in Cody.



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- VII. New Business** – No new business.
- VIII. Public Comments** – No public comments.
- IX. Executive Session** – No executive session was held.
- X. Adjourn** – Upon conclusion of the meeting Shawn Parker moved to adjourn; Ken Barkey seconded; motion passed unanimously to adjourn the meeting at 3:48 pm.