



Wyoming Tourism Board Meeting Minutes Thursday, May 15, 2025 Virtual

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

Staff Members Present: Diane Shoher, James Scoon, Michell Howard

Guests Present: Chris Brown, Wyoming Hospitality and Travel Coalition

- I. Chairman, Tony O'Brien, called the meeting to order at 8:23 a.m.
- II. **Minutes** – Chairman Tony O'Brien presented the WOT Board Meeting Minutes from April 14, 2025 (attachment A). Ken Barkey moved to approve the minutes as presented; John Johnson seconded; motion passed unanimously.
- III. **Financials** – Executive Director, Diane Shoher, presented the Year-to-Date Budget Summary and Statewide Lodging Tax Collections as of April 30, 2025 (attachments B,C). Shawn Parker moved to approve the financials as presented; Quintin Blair seconded; motion passed unanimously.
- IV. **Consent Agenda** – Chairman Tony O'Brien presented the consent agenda (attachment E) and made a motion to make the addition for a Search Wide contract to the consent agenda. Ken Barkey moved to approve the amended consent agenda; John Johnson seconded; motion passed unanimously.
 - A. FY25 Contract Amendments
 - i. **M Kaser and Associates Inc.** – This amendment allocates an additional \$8,500 for the Northeast and Southeast Wyoming Welcome centers. The amended contract is \$920,500. The contract was approved by the board on April 22, 2024.
 - ii. **Simpleview LLC.** – This amendment allocates an additional \$17,000 to add virtual tours to the TravelWyoming.com website. The amended contract amount is \$833,000. The contract was approved by the board on April 22, 2024.
 - iii. **Snow Day Agency – formerly New Thought Digital** – This amendment allocates up to an additional \$50,000. for in-state advertising. The amended contract amount is up to \$739,737. The contract was approved by the board on April 14, 2025.
 - B. FY26 Contracts
 - i. **Birdsall, Voss and Associates Inc. aka BVK** – The purpose of this contract is to designate the Agency of Record for the Wyoming Office of Tourism. The total contract amount will not exceed \$9,650,000 and is set to expire on June 30, 2026.
 - ii. **Percepture Inc.** – The purpose of this contract is public relations. The total contract will not exceed \$370,500, a decrease of \$25,000 from the previous contract, and is set to expire June 30, 2026.
 - iii. **Resorts World Las Vegas** – The purpose of this contract is for the Team Wyoming Breakfast event. The total contract amount will not exceed \$75,000 and is set to expire on December 31, 2025.
 - iv. **Search Wide** – Up to \$65,000.
- V. **Executive Director's Report** – There was no Executive Director report.
- VI. **Old Business** – No old business.



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- VII. New Business** – Taylor Phillips presented the University of Wyoming’s study on wildlife, visitation, public lands and recreation assets for visitors.
- VIII. Public Comments** – No public comments.
- IX. Executive Session** – Chairman O’Brien moved to enter executive session to discuss Executive Director’s annual performance review; Ken Barkey seconded; the motion passed unanimously. The board entered executive session with the Executive Director at 8:40 a.m.
- X. Adjourn** – The board reconvened into open session at 9:30 a.m. Taylor Phillips moved to adjourn; John Johnson seconded; motion passed unanimously. The meeting adjourned at 9:31 a.m.