



Wyoming Tourism Board Meeting Minutes
Wednesday, October 22, 2025
Riverton, WY

ATTACHMENT A

Tourism Board Members Present: Tony O'Brien (Chairman), Quintin Blair (Vice Chairman), Jenissa Meredith, Taylor Phillips, Ken Barkey, Charisse Haws, Budd Betts, Not Present: Shawn Parker

Staff Members Present: Diane Shober, Michell Howard, Kari Eakins, Dionne Roccaforte, James Scoon, Hailey Mach, Amy Larsen, Lexi Mitchell, Shery Haiar, Jeanett Wolff, Becky Ward, Sara Borgerding, Haley Freeman, Allan Burd, Sawyer Sweckard, Glenn Gardner, Sarah Reed, Stephen Haakaus, Angelina Cisneros, Michell Howard, Becky Oswald,

Guests Present: Dan McCoy, Mark Tesoro, Jamie Hanson, Helen Wilson, Darren Rudloff, Madelyn Matlock, Berkley Young, Katelyn, Jesse Ryan, Mitch Knoth, Darci Bandi, Kevin, Ashley Weimer, Victoria Simmons, Ann Marie Colonna

- I. Chairman, Tony O'Brien, called the meeting to order at 1:14p.m.
- II. **Consent Agenda** – Chairman Tony O'Brien presented the consent agenda (attachments A, B). Jenissa Meredith moved to approve the consent agenda; Quintin Blair seconded; motion passed unanimously.
 - A. Wyoming Office of Tourism (WOT) Board Meeting Minutes from August 15, 2025.
 - B. FY26 Contracts – For Approval
 - i. Miles Partnership, LLLP – 2027 Official Travel Guide
 - ii. Miles Partnership, LLLP – 2025/2026 Official Travel Guide Fulfillment
 - C. FY26 Contracts – Information Only
 - i. Miles Partnership, LLLP – Ad Sales
- III. **Financials** – Accounting Senior Manager, Dionne Roccaforte, presented the Year-to-Date Budget Summary and Statewide Lodging Tax Collections as of September 30, 2025 (attachments C and D). John Johnson moved to approve the financials as presented; Taylor Phillips seconded; motion passed unanimously.
- IV. **Director's Reports**
 - A. Kari Eakins, Director of Strategy and Business Operations, focused on the welcome center renovations by Kaser and True Omni to enhance visitation and increase length of stay. Full list of improvements on both Centers is in the 2025 Annual Report. Visitor numbers were down but Google review and engagement has risen to show overall visitor satisfaction. Retention rate above full time and part time positions, Financial audit; Process changes including employee compensation, onboarding process and recruitment, Salute to Team Wyoming breakfast; New representing attorney, Kate Gamble; major maintenance of Southeast Welcome Center and Northeast Welcome Centers.
 - B. Michell Howard, Senior Director of Brand Strategy, and Darci Bandi with BVK presented highlights of the last ten years of WOT's That's WY ad campaign. Where do we go from here – core value, positioning and brand personality remain the core structure of the brand and the cowboy culture remains a major trend. They provided a sneak peak into the Mavericks Wanted campaign, which launches in Spring 2026, and will focus on inviting people to rediscover their sense of adventure and individuality.
 - C. James Scoon, Director of Global Partnerships, stated that 23 Wyoming counties benefited from the WYBest program to create/update their community strategic planning. They then utilized WOT's Destination Development program funding to bring elements of those strategic plans to fruition. WOT staff brought Tourism Resource Expansion (TREX) into 15 counties to do story mining and understand needs, program feedback, etc. Brand USA funding was cut dramatically by Congress which has posed new challenges for the international market. Great American West continues to engage in international markets including Europe, Scandinavia, and New Zealand in partnership with



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Idaho, South Dakota, and North Dakota to promote the Great American West region. Sixty communities across Wyoming are currently being marketed internationally. On the domestic trade side, 81 new tours have been developed, featuring 20 destinations throughout the state. Overall economic performance remains strong, however room nights are down. Dynamic visualization tools are being utilized to support marketing and reporting efforts

- V. **Executive Director's Report** – Executive Director, Diane Shober stated that the FY27-28 Biennial Budget was submitted to Governor Gordon on October 6, 2025. Next steps would be to present to the Joint Appropriations Committee in January 2026. Transportation and Construction Development agreed to keep the assets under WOT, with major maintenance funding to follow the same formula used for other state-owned buildings.
- VI. **WOT Board Development Committee** – Committee Chairman Ken Barkey, explained that next steps in the development process would be for the WOT Board to follow up individually with specific board prospects listed for districts 2 and 5 to ensure they are still interested and encourage them to apply for the WOT Board by the end of December 2025.
- VII. **Old Business** – No old business.
- VIII. **New Business** – No new business.
- IX. **Public Comments** – Victoria Simmons, BVK, presented Executive Director, Diane Shober a gift for her retirement. Chairman O'Brien and Vice Chairman Blair also presented Diane with a retirement gift on behalf of the entire board. Executive Director Shober expressed appreciation for the WOT Board, staff and vendors.
- X. **Executive Session** – John Johnson moved to enter executive session to discuss the Executive Director recruitment per W.S. 16-4-405(a)(ii); Quintin Blair seconded; the motion passed unanimously. The board entered executive session at 3:17 p.m.
- XI. **Adjourn** – The board reconvened into open session at 4:40 p.m. Taylor Phillips moved to adjourn; Charisse Haws seconded; motion passed unanimously. The meeting adjourned at 4:41 p.m.