



Wyoming Tourism Board Meeting Minutes
Sunday, February 22, 2026
Cheyenne, WY

- I. Chairman, Tony O'Brien, called the meeting to order at 1:15 p.m. Angelina Cisneros called the roll and determined a quorum was present.

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

Staff Members Present: Michell Howard, Blake Ward, Jim Wollenburg, Sarah Reed, Kristy Simola, Hailey Stevens, Sawyer Sweckard, Daiven Francis, Lexi Mitchell, James Scoon, Glenn Gardner, Amy Larsen, Dionne Roccaforte, Kari Eakins, Angelina Cisneros, Domenic Bravo.

Guests Present: Madelyn Matlock, Berkley Young, Young Strategies; Darren Rudloff, Solutions; Lesley Rowbal, Madden; Helen Wilson, Wind River Visitor's Council; Dan McCoy, UW; Mike Kusick, Wyoming Pathways; Mark Tosoro, Wyoming Outdoor Recreation Office; Anne Marie Colona, Thor Hanss, Sydney Engel, Percepture; Debbie Johnson, Carrie Tomlinson, Mitch Knothe, Miles Partnership; Toby Carrig, Gina Doell, Johnson County Tourism; Chloe Arbuckle, Steph McGrath, Ciara Morrison, Verb Interactive; Jesse Ryan, Meme Mosquera, Snowday; Jerod Fuchs, Brand USA; Kate Gamble, Wyoming Attorney General's Office; Abby Jenkins, Victoria Simmons, BVK.

- II. **Consent Agenda** – Chairman, Tony O'Brien, presented the consent agenda (attachment A, B). Quintin Blair moved to approve the consent agenda; John Johnson 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: Amendment One
- ii. Team Wyoming
 1. Dusty Tuckness
 2. Brody Cress
 3. Cole Reiner
 4. Nathan Jestes
 5. Tanner Butner
 6. Brody Wells
 7. Chet Johnson
 8. Seth Hardwick
 9. Haiden Thompson

C. FY26 Contracts – Information Only

- i. National Intercollegiate Rodeo Association

- III. **Financials** – Accounting Senior Manager, Dionne Roccaforte, presented the Year-to-Date Budget Summary and Statewide Lodging Tax Collections as of January 31, 2026 (attachments C and D). Shawn Parker moved to approve the financials as presented; Budd Betts seconded; motion passed unanimously.

IV. **Contracts**

- A. Zartico - This amendment adds \$23,750 to the contract and extends the date to June 30, 2026. The total contract will not exceed \$118,750. This is a budgeted item in Research, Business Operations. Director Bravo noted that a Request for Proposals is underway, which a new contract for a data analytics platform expected to be brought



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before the board this spring based on that RFP. Shawn Parker moved to approve the contract amendment; Jenissa Meredith seconded; motion passed unanimously.

- V. Board Member Annual Paperwork** – Kate Gamble of the Wyoming Attorney General’s Office provided an overview of the Wyoming Ethics and Disclosure Act (W.S. 9-13-101 through 9-13-109), conflict of interest requirements, Wyoming Executive Order 1997-4, and Wyoming Statute 16-6-18. She explained that these documents will be required for signature by Wyoming Office of Tourism board members annually and as part of the onboarding process for newly appointed members.

VI. Director’s Reports

- A. Business Operations** - Kari Eakins, Director of Strategy and Business Operations, presented the 2025 Year in Review, providing an overview of the organization’s accomplishments over the past year. She also shared updates on the American Semiquincentennial Task Force for Wyoming, including the launch of Phase Two of the advertising campaign promoting events taking place in Wyoming to commemorate the anniversary. Additionally, she discussed preliminary plans for Wyoming’s booth at the Great American State Fair scheduled for July 2026.
- B. Global Partnerships** - James Scoon, Director of Global Partnerships, reported on his recent attendance at the Brand USA Summit. Key takeaways included that Brand USA has secured funding to continue its campaigns through the current year, with the goal of returning to full funding by October 2027.

He also noted that the United States will host the FIFA World Cup and celebrations for United States Semiquincentennial Anniversary, both of which are expected to attract significant numbers of international visitors. Additionally, Transportation Security Administration Global Entry enrollment is now available in Australia.

According to a report from the National Travel and Tourism Office, international travel to the United States declined by 4% last year, with Mexico now representing the top inbound market. Scoon noted that while some international travelers remain hesitant to visit the United States for a variety of reasons, Brand USA is working to address these concerns through positive messaging and outreach, with the goal of increasing international visitation by 2029.

Jim Wollenburg, Global Partnerships Senior Manager, reported on a recent sales mission to India, marking the first time in nine years that Wyoming has had a presence in that market. He met with 48 buyers as well as members of the media to better understand their awareness of Wyoming and assess opportunities for future market development. He noted that he was pleasantly surprised by the level of familiarity with Wyoming and the interest in visiting. We plan to continue working with our existing partners to attract potential visitors from this market.

Amy Larsen, Destination Program Manager, provided the board with an update on the WYBest program. She noted that after five years, every county in the state now has a strategic plan in place. The team will be meeting with representatives from 17 Wyoming counties in the coming months. She also highlighted several emerging trends, including turnover among lodging tax boards and a growing focus on asset development.

Additionally, Berkley Young of Young Strategies spoke to the overall success and impact of the program



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C. Brand Studio - Abby Jenkins of BVK presented the Mavericks Wanted campaign, which will launch on March 2, 2026. The launch includes print, digital, and social media components. She also introduced a campaign toolkit that outlines the broader campaign ecosystem and provides resources such as social media assets, video, posters, digital banners, and photography to support partners in promoting the campaign through their own channels.

Kera Morrison and Stephanie McGrath, Verb Interactive presented emerging trends in online search and the evolving role of artificial intelligence. They noted that by 2028, it is projected that approximately 50% of traditional search traffic may originate from AI-driven platforms. They also discussed ongoing efforts to ensure that Wyoming remains visible within Generative Engine Optimization (GEO) and AI-powered search environments.

Jesse Ryan of Snowday introduced Fieldlist, a content collection platform serving as the official portal for creators to collaborate with the Wyoming Office of Tourism. Fieldlist functions as an online marketplace designed to connect Wyoming companies with a range of content creators. To date, 597 Wyoming-based content creators have enrolled in the marketplace.

- VII. Executive Director's Report** – Domenic Bravo, Executive Director, provided an overview of his recent projects, meetings, travel, and onboarding process with the organization and its boards in his new role. He also provided an update on developments during the current legislative session. Finally, he acknowledged and expressed appreciation to outgoing board members Budd Betts, John Johnson, and Quintin Blair for their service.
- VIII. Nominating Committee** – Chairman Tony O'Brien, presented the slate of officers as Charisse Haws for Chairman and Jenissa Meredith as Vice Chairman. Ken Barkey moved to approve the slate of officers as presented; Shawn Parker seconded; motion passed unanimously.
- IX. Old Business** – No old business.
- X. New Business** – No new business.
- XI. Public Comments** – No public comments.
- XII. Adjourn** – Upon conclusion of the meeting, Shawn Parker moved to adjourn; Quintin Blair seconded; motion passed unanimously, and the meeting adjourned at 3:32 p.m.