



Wyoming Tourism Board Meeting Minutes
Monday, April 20, 2026
Virtual

- I. Madam Chair Charisse Haws, called the meeting to order at 3:03 p.m. Angelina Cisneros called the roll and determined a quorum was present.

Tourism Board Members Present: Charisse Haws (Chair), Jenissa Meredith (Vice Chair), Ken Barkey, Tony O'Brien, Taylor Phillips, Debbie Pummel, Bruce Sauers, Hunter Sullivan. Not Present: Shawn Parker.

Staff Members Present: Domenic Bravo, Kari Eakins, Allen Burd, Amy Larsen, Becky Oswald, Daiven Francis, Glenn Gardner, Hailey Stevens, Lexi Mitchell, Michell Howard, Piper Singer Cunningham, Sara Borgerding, Sarah Reed, Sawyer Sweckard, Stephen Haukaas, Dionne Roccaforte, Angelina Cisneros

Guests Present: None

- II. **Consent Agenda** – Madam Chair Charisse Haws, presented the consent agenda (attachments A, B, C). Ken Barkey moved to approve the consent agenda; Taylor Phillips seconded; motion passed unanimously.

- A.** Wyoming Office of Tourism (WOT) Board Meeting Minutes from February 22, 2026.
B. Wyoming Office of Tourism (WOT) Board Meeting Minutes from April 1, 2026.
C. FY27 Contracts

- i. Real America Marketing Company for \$830,000. Contract will expire June 30, 2028.
- ii. Verb Interactive up to \$392,280. Contract will expire June 30, 2027.
- iii. Percepture, Inc. for \$370,500. Contract will expire June 30, 2027.
- iv. Simpleview, Inc. for \$289,500. Contract will expire June 30, 2027.
- v. Brand USA for \$300,000. Contract will expire June 30, 2028.
- vi. College Cowboy Marketing Program for \$440,000. Contract will expire June 30, 2028.
Schools included in the program: Casper College, Central Wyoming College, Eastern Wyoming College, Laramie County Community College, Northern Wyoming Community College – Gillette, Northern Wyoming Community College – Sheridan, Northwest Community College and the University of Wyoming.
- vii. Wyoming Hospitality and Travel Coalition for \$300,000. Contract will expire June 30, 2029.
- viii. Snowday Agency for up to \$215,000. Contract will expire December 31, 2026.
- ix. WY Department of Transportation – Amendment One to extend the expiration date to June 30, 2027. Contract total remains \$190,900.
- x. Dean Runyan Associates, Inc. for \$156,000. Contract will expire June 30, 2028.
- xi. Young Strategies Inc. for \$140,000. Contract will expire June 30, 2028.
- xii. Strategic Marketing & Research for \$87,000. Contract will expire June 30, 2028.



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- xiii. Young Strategies Inc. – Amendment One for an additional \$10,000, which increases the total to \$75,000. Contract will expire June 30, 2026.
- xiv. Wyoming State Fair for \$60,000. Contract will expire June 30, 2028.
- xv. Wyoming Business Council for \$33,000. Contract will expire June 30, 2027.

III. Financials – Accounting Senior Manager, Dionne Roccaforte, presented the Year-to-Date Budget Summary and Statewide Lodging Tax Collections as of March 31, 2026 (attachments E and F). Jenissa Meredith moved to approve the financials as presented; Bruce Sauers seconded; motion passed unanimously.

IV. Contracts – Executive Director, Domenic Bravo, presented fiscal year 2027 contracts (attachment D). Ken Barkey moved to approve the contracts as presented; Jenissa Meredith seconded; motion passed unanimously.

A. Birdsell Voss and Associates, Inc aka BVK for \$19,300,000. Contract will expire June 30, 2028.

B. Destination Development Program for \$5,000,000. Contract will expire June 30, 2028.

C. Wyoming Department of Transportation for \$1,200,000. Contract will expire June 30, 2028.

D. Datafy for \$241,500. Contract will expire June 30, 2029.

V. Executive Director's Report – Domenic Bravo, Executive Director, welcomed the three new WOT Board members, Bruce Sauers, Hunter Sullivan, and Debbie Pummel. He updated the board on his recent travel and expressed optimism on a successful summer travel season.

VI. Old Business – No old business.

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, Tony O'Brien moved to adjourn; Taylor Phillips seconded; motion passed unanimously, and the meeting adjourned at 3:37 p.m.