



Tourism Board of Director's Conference Call
Tuesday, March 9, 2010
3:00 p.m.

Tourism Board Members Present: Dave Hanks, Gene Bryan, Renee Penton Jones, Kari Cooper, Dave Rader, Renée Middleton, Bruce Grosbety and Matt Driskill

Tourism Board Members Absent: Clay Miller

Tourism Staff Members Present: Diane Shober, Alan Dubberley, Anita Benton, Vicki Morris, and Curtis Lund

Guests Present: Suzanne Norton, Administration & Information, Construction Management; Joey Carrasquillo, and Dan Craig, AndersonMasonDale Architects

- I. Vice Chairman, Dave Hanks, called the meeting to order at 3:00 p.m.
- II. The meeting minutes from February 21, 2010 were presented for approval. Gene Bryan motioned to approve the minutes as presented, Bruce Grosbety seconded; the motion passed unanimously.
- III. Contracts:
 - A. Action Required:
 - i. Rocky Mountain International – Tourism is charged with increasing the State of Wyoming revenues through promotion and development of group travel, pre-package tours, convention and incentive tours, promotion and publicity in Western Europe: specifically the German market (Germany, Switzerland, Austria), the UK market (England, Wales, Scotland, Northern Ireland and the Republic of Ireland), the French market and the Benelux market (Belgium, the Netherlands, Luxembourg) and the Italian market. By entering into this Contract, Tourism engages the services of the Contractor to achieve this objective. This Contract shall not exceed \$270,448.92 and is set to expire June 30, 2011. Motion was made by Renee Penton Jones to accept this contract as presented, Renée Middleton seconded; the motion passed unanimously.
 - ii. Civic Resource Group (CRG) – The purpose of this contract is for CRG to enhance the consumer Travel and Tourism websites and the necessary support infrastructure in order to maximize the contributions from online marketing towards the overall Wyoming Travel and Tourism marketing

objectives. This contract shall not exceed \$105,000, is set to commence on June 1, 2010 and expire May 31, 2012. Motion was made by Dave Rader to accept this contract as presented, Matt Driskill seconded; the motion passed unanimously.

- iii. Barnhart, Inc. - this contract is the result of RFP 0059-T. The purpose of this contract is for the contractor to provide marketing, advertising, promotion, and execution services for Tourism. This contract shall not exceed \$6,750,125 and is set to expire June 30, 2011. Motion was made by Gene Bryan to accept this contract as presented, Dave Rader seconded; the motion passed unanimously.

B. Information Only:

- i. National Circuit Finals Steer Roping Committee – the purpose of this contract is for Tourism to provide financial assistance so the contractor can maintain the National Circuit Finals Steer Roping event and keep it staged in Torrington, Wyoming. The event is scheduled to be held April 16-18, 2010. This contract shall not exceed \$10,000 and is set to expire May 31, 2010.

IV. Director's Report:

- A. SE Wyoming Welcome Center – Diane asked the Board to view the PowerPoint via the webinar and asked Joey Carrasquillo, and Dan Craig, Architects from AndersonMasonDale, to review the plan of the SE Wyoming Welcome Center with the Board. During the February meeting Joey presented visuals of what the new center will look like; however, color concepts were unavailable. Since then, more detailed pictures have become available. Some of the proposed unique features of this building are rammed earth; board formed concrete; zinc cladding; fiber cement cladding; wood accents; a “green” roof; renewable energy; and sun screens. The Board was pleased with the contemporary design and felt it was an impressive building featuring a unique exterior with warm, inviting colors. The terrain will be natural further away from the building, but closer areas will present a well manicured area featuring rammed dirt formations, which have proven to hold natural color under the natural elements. The square footage of the building is estimated at 26,000 sq. ft. The contractor will continue to provide updates to the Board.

- B. Agenda for May Board Retreat – Diane Shober reviewed a tentative agenda for May:

- Monday, May 10th - travel day with an evening reception
- Tuesday, May 11th - full work day and dinner that evening
- Wednesday, May 12th – travel home

The Retreat will be held at Hotel Terra and Vicki Morris has reserved rooms for the Board and staff. More information will be provided.

- V. NEPA – Gene Bryan reported that the U.S. Fish and Wildlife did not list the sage grouse as an endangered species, however, plans to keep monitoring the species.

- VI. Public Comments – there were no public comments.

- VII. Old Business – Diane advised the board that Susan Mengini from WAGAN resigned following the Governor’s Conference on Tourism to pursue other opportunities.
- VIII. New Business – the next Tourism Board conference call will be Monday, April 19th at 3:00 p.m.
- IX. Executive Session – there was no need for Executive Session this meeting.
- X. Adjourn – Gene Bryan moved and Renee Penton Jones seconded the meeting adjourn at 4:50 p.m.