



**Tourism Board of Director's Meeting**  
**Tuesday, May 11, 2010**  
**Terra Hotel & Resort**  
**Jackson, Wyoming**  
**7:30 a.m.**

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

**Tourism Board Members Absent:** None

**Tourism Staff Members Present:** Diane Shober, Alan Dubberley, Michell Howard, Colin Stricklin and Vicki Morris

**Guests Present:** Scott Bradley, Peter Pilafian, Josh Marinos and Marni Walsh, Western Wyoming Film Initiative (WWFI)

- I. Chairman, Clay Miller, called the meeting to order at 7:32 a.m.
- II. The meeting minutes from April 19, 2010 were presented for approval. Matt Driskill motioned to approve the minutes as presented, Dave Rader seconded; the motion passed unanimously.
- III. Contracts:
  - A. Action Required:
    - i. Zoom LBS, LLC – Amendment One - the purpose of this amendment is to add additional funds and to extend the expiration date. This contract is the result of RFP 0341-S dates May 6, 2009. The contract provided independent Wifi Hotspots at the Cheyenne and Sheridan Welcome Centers by providing Wifi hardware and related installation, operation, maintenance, reporting, internet monitoring services and technical services to attach Wifi Hotspots to the website portals. This amendment will add funds for warranty, maintenance and ISP fees for the Wifi at Cheyenne, Sheridan and the Northeast Welcome Centers. This amendment will increase the original contract from \$35,700 to \$59,100 and with the extension is set to expire October 1, 2012. Motion was made by Kari Cooper to accept this amendment as presented, Dave Hanks seconded; the motion passed unanimously.

IV. Master Plan Update – Alan Dubberley, Deputy Director, reported on the recent Master Plan Community meetings. To date, Alan and Hank Todd, Hank Todd Solutions, have conducted meetings in Cody, Riverton, Jackson and Rock Springs. Members from each community were asked to relay future ideas and concepts to assist with this plan. High attendance has been recorded at each meeting. Alan and Hank have received positive feedback and each meeting has been well covered by the local media. Updates will be posted on [www.projectfrontdoor.com](http://www.projectfrontdoor.com). Hank Todd has conducted 50 one-on-one meetings to date and has 30 more planned. Three more community meetings are planned for Laramie, May 19<sup>th</sup>; Douglas, May 20<sup>th</sup> and Gillette, May 21<sup>st</sup>. Hank will meet with Diane Shoher, Alan Dubberley, Milward Simpson, Director, Wyoming Department of State Parks and Cultural Resources and Steve Farrell, Director, Wyoming Game and Fish in June, and a preliminary report will be available for the upcoming TRW Committee meeting in October. The Board will be kept apprised of the continued progress of this project.

V. Western Wyoming Film Initiative (WWFI) – Michell Howard, Manager, Wyoming Film Arts & Entertainment, introduced the members of the WWFI to the Board and explained that the Wyoming Film Office is working closely with the town of Jackson recognizing the town is a large production hub for the state. A familiarization (FAM) tour is currently being planned in Jackson for June of this year. The goal is for producers to familiarize themselves with the area and the resources that are offered. There are currently three direct flights from Los Angeles to Jackson, which will help market the area as a filming destination.

Scott Bradley, WWFI, thanked Michell for assisting with the upcoming FAM tour and gave a brief overview of the company. WWFI is a non-profit organization proactively marketing Western Wyoming as a destination for the motion picture, television and related industries for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in these areas. Scott expressed concern that with the Film Office located in Cheyenne there is a gap that needs to be bridged between Cheyenne and Jackson and he would like to assist in filling that gap. Scott requested funds to assist with development and design of marketing material, and package and market the area. Diane Shoher asked Scott if he was willing to integrating his ideas with what the Wyoming Film Arts and Entertainment office has implemented. Scott replied WWFI was willing to take that route.

Chairman, Clay Miller, thanked WWFI for their presentation and advised that the Board would support the direction of the Staff.

VI. NEPA – Gene Bryan updated the Board that the sage grouse issue is still on the table and is involved in natural gas and wind development, which may have potential impact the Tourism industry. The Green River water diversion is very real and will need constant monitoring. The Rock Creek Wilderness issue is now on the table and will continue to be monitored. Gene believes the Board should consider listening to representatives from both sides at a future Board meeting.

- VII. Public Comments – there were no public comments.
- VIII. Old Business – there was no old business to report.
- IX. New Business:
  - A. Vice Chairman, Dave Hanks, commented that Paradise Guest Ranch, Buffalo, Wyoming, was listed as a great fishing expedition in *Fly Rod and Reel* magazine – way to go Paradise!
  - B. Diane Shoher reminded everyone of the upcoming NE Wyoming Welcome Center ribbon cutting on July 16<sup>th</sup> at 3:00 p.m. A Board meeting will be held in conjunction with this event. More information will follow.
- X. Executive Session – there wasn't a need for Executive Session this meeting.
- XI. Adjourn – Gene Bryan moved and Renée Middleton seconded the meeting adjourn at 8:58 a.m. and move to the Tourism Board Retreat.