



**Tourism Board of Directors Meeting
Sunday, January 25, 2009
Little America Hotel and Convention Center
1:00 p.m.**

Board Members Present: Dave Hanks, Gene Bryan, Dave Rader, Matt Driskill, Renee Penton Jones, Bruce Grosbety and Jim McCaleb

Board Members Absent: Kari Cooper, Clay Miller

Tourism Staff Present: Diane Shober, Alan Dubberley, Vicki Morris, Anita Benton, Angi Harper, Curtis Lund, Leslie Kedelty and Kristin Phipps

Guests Present: Bill Schumacher, John Ricks, Dave Morehouse and Heather Loader, Barhnart, Inc; Tom Jones, Central Wyoming Fair and Rodeo; Greg Curtin, CRG; Jennifer Kalkman and Chris Mack, One Fulfillment

- I. Vice Chairman, Dave Hanks, called the meeting to order at 1:00 p.m.
 - A. Alan Dubberley introduced Angi Harper to the Board. Angi accepted the job of Marketing Specialist, filling the vacated position of Ashley Bruner. Angi transferred to Tourism from the Wyoming Retirement System (WRS) and is excited for the upcoming challenge of her new role.

- II. The meeting minutes from December 9, 2008 were presented for approval. Motion was made by Bruce Grosbety to accept the minutes as presented, Jim McCaleb seconded; the motion passed unanimously.

- III. Contracts:
 - A. Action Required:
 - i. National Geographic Society (NGS) – Amendment One ~ the purpose of this amendment is to add \$35,500 to the existing contract and extend the expiration date until December 31, 2009. The additional monies for this project will be used to support the tri-state collaboration between Wyoming, Idaho and Montana to have NGS create an interactive Geotourism website and to provide editing support and maintaining and updating destination content and related multimedia assets to the site. This website shall provide an online complement to the Greater Yellowstone Geotourism MapGuide, currently in production at National

Geographic Maps. This contract shall not exceed \$100,500 and shall expire December 31, 2009. Motion was made by Dave Rader to approve this amendment as presented, Matt Driskill seconded; the motion passed unanimously.

B. Information Only:

- ii. Park County Travel Council ~ the purpose of this Contract is for Tourism to provide financial assistance so the Contractor can maintain the Xtreme Bulls rodeo event and keep it staged in Cody, Wyoming. The event is scheduled to coincide with the annual Cody Stampede and shall be held on July 5, 2009. The contract shall not exceed \$20,000 and is set to expire October 31, 2009.

IV. Director's Report:

- A. 2009 Cowboy Marketing Program ~ due to instructed budget cutbacks members of the Tourism staff met to reconstruct the 2009 Cowboy Marketing Program. The proposed contracts for each Wyoming Cowboy, seven total, and each Wyoming Rodeo Bullfighter, two total (Team Wyoming) shall receive contracts that shall not exceed \$19,000 each. Each contract contains stipulations for payment for media interviews; appearances at selected Wyoming Tourism functions and qualification for the 2009 Wrangler National Finals Rodeo (WNFR). Also included in this program is the contract for Susan Kanode. Susan's total contract shall not exceed \$3,200 for arranging media for each Team Wyoming member. The Board was asked to approve this program as presented. Motion was made by Matt Driskill, Renee Penton Jones seconded; the motion passed unanimously.

B. Legislative Update:

- i. Budget ~ Diane reported the Joint Appropriations Committee (JAC) will review budgets in numerical order and there are 18 agencies scheduled prior to Tourism in this year's legislative review. Following the information from the Wyoming Travel Industry Coalition (WTIC) tracking, it appears there is a slight majority for supporting each of the Tourism funding requests.
- ii. Master Plan ~ Diane reported that Tourism has earmarked \$40,000 for the development of a Master Plan; however due to recent budget restraints the funds may now be allocated to other program areas. Diane would like to propose the Master Plan to the Joint Travel, Recreation, Wildlife and Cultural Resources (TRW&CR) Committee as an interim study due to some of Tourism's programs tying in with other state agencies. Diane's intent is to request funding assistance for the plan and then select a consulting company for further direction. The Master Plan is designed to assist with product development within the state and identify what the state has to offer to visitors. Dave Rader believes that if the TRW&CR Committee opts not to fund the request then Tourism needs to proceed as originally planned because it is a vital and necessary project.

- V. Deputy Director's Report:
- A. NE Wyoming Welcome Center Update ~ Tourism received seven responses to the Request for Proposal (RFP) for the interpretive exhibit display for the NE Welcome Center. A conference call will be held on February 4th to determine the finalists and to decide if oral presentations are necessary; should they prove a necessity they will be held in Cheyenne on February 19th. Clay Miller and Matt Driskill are the representing committee members for the Board. Alan will keep the Board apprised of the progress of this project.
- B. Winter Marketing Update:
- Alan reported that as part of the final winter media buy \$15,000 has been invested in Search Engine Marketing (SEM) and \$10,000 in Expedia.
 - Alan stated that most of the reporting areas within the state are down for January, some as much as 60%. However, last minute bookings are up slightly. Alan will continue to touch base with statewide properties and keep the Board apprised of reservation situations.
- C. New Website Rollout ~ Curtis Lund, iManager, updated the Board on the progress of Tourism's new website:
- A soft launch is currently underway in Wyoming, Indiana, Kentucky, Nevada, Ohio and Washington. These states were chosen because consumer interest is shown in these states, but they are not our major markets. Major markets will be provided with the website once it is complete and ready to go.
 - Two webinar sessions were held January 20th and 21st while seven community meetings are planned, with webinars available at each, in various cities throughout Wyoming. This is an effort to prepare the communities for the new website. The upcoming visits are scheduled for:
 - Rock Springs ~ Monday, March 2nd
 - Jackson ~ Tuesday, March 3rd
 - Cody ~ Wednesday, March 4th
 - Sheridan ~ Thursday, March 5th
 - Gillette ~ Friday, March 6th
 - Casper ~ Wednesday, March 11th
 - Cheyenne ~ Thursday, March 12th
- VI. Industry Services Update ~ Leslie Kedelty, Industry Service Manager, met with member of the Wyoming Department of Transportation (WYDOT) on January 5, 2009 regarding the ongoing sign projects. Below is an update:
- i. One Time Funding Sign Projects ~ FY 2005-2006:
- Guide/Destination/Attraction Signs ~ 70 projects were approved as a result of this Memorandum of Understanding (MOU) between Tourism and the Wyoming Department of Transportation (WYDOT) which included fabrication and installation of each sign. Of the existing 70 projects, four (4) were cancelled as a result of turnout projects being cancelled; 23 projects have been completed; 18 projects are being followed up by WYDOT to see if installation has been completed or if the location is still feasible; seven (7) projects are

scheduled for installation by district crews; seven (7) are awaiting installation of interpretive signs; four (4) projects were cancelled as they do not meet the Manual on Uniform Traffic Control Devices (MUTCD) standards or that area has reached maximum sign requirements; four (4) signs need additional information from local nominating entities before WYDOT will proceed; two (2) signs are on hold as attractions have moved and new locations need to be determined; one (1) sign is on hold awaiting the county to install signage before WYDOT can proceed.

- Interpretive Signs ~ 23 signs were approved for installation by WYDOT as a result of this MOU. WYDOT opted to hire an outside contractor to install these signs; 11 have been installed; 11 installations are pending and one (1) sign is on hold awaiting a new location.

One Time Funding Sign Projects ~ FY 2007:

- Guide/Destination/Attraction ~ 17 projects were approved as a result of this MOU between Tourism and WYDOT, which included fabrication and installation. Of the 17 projects 13 have been completed; one (1) sign has been cancelled as it doesn't meet MUTCD standards; one (1) sign has been cancelled as the attraction has already met its maximum sign standards; one (1) sign is on hold awaiting feasibility checks by WYDOT and one (1) sign is on hold awaiting WYDOT to identify the location as the attraction has moved.
- Interpretive Signs ~ 11 signs were approved as a result of this MOU. Two (2) signs have been installed while nine (9) installations are pending awaiting crews to be in the area.

Applications for FY10 will be available in June 2009 for the next round of projects.

- VII. NEPA ~ Gene Bryan didn't have any information to report at this time. However, he mentioned the Wyoming Range proposal cleared the U.S. Senate.
- VIII. Public Comments ~ there were no public comments.
- IX. Old Business ~ there was no old business to report.
- X. New Business ~ Diane reported that members of WYDOT will be in DC the end of February 2009. A list of construction projects will be presented to the national delegation. This year's list will include one tourism item for consideration, the SE Wyoming Welcome Center. Diane will keep the Board apprised on feedback as it is received.

Dave Hanks requested each Board member give a quick update on their area:

- Dave Rader reported the Rawlins area is slow as the oil field workers leave. Dave hasn't checked with the local hotels so he didn't have numbers to report.
- Renee Penton Jones reported that Casper is solid with group business; however, the smaller hotels are reporting bleak numbers.
- Matt Driskill reported that reservations are slow to come in, but are being received. Gillette is booming but business is slow in his area.
- Jim McCaleb reported Yellowstone Park visitation down approximately 20%, and pre-summer bookings down approximately 10%. It appears that more locals are visiting the park this year.
- Bruce Grosbety reported Jackson room rentals and Jackson Hole Air are down approximately 22% based on year over year averages.
- Gene Bryan reported that he hasn't been in Park County for awhile so he didn't have solid numbers to report, but encouraged all Board members to keep their chins up. Gene believes this will be a late booking year as people will travel based on if they "can." Gene did report Buffalo Bill Historical Center numbers down.
- Dave Hanks reported sale tax revenues have maintained and occupancy is still high. One new property has opened with another under construction and a 246 unit property is scheduled to open in 15 days.

XI. Adjourn ~ Matt Driskill moved and Bruce Grosbety seconded the meeting be adjourned at 2:42 p.m.