



Tourism Board of Director's Conference Call
Monday, June 21, 2010
3:00 p.m.

Tourism Board Members Present: Clay, Miller, Dave Hanks, Renee Penton Jones, Kari Cooper, Dave Rader and Renée Middleton

Tourism Board Members Absent: Bruce Grosbety and Matt Driskill

Tourism Staff Members Present: Diane Shober, Alan Dubberley, Anita Benton and Leslie Kedelty

Guests Present: Aaron McCreight, Casper, Convention and Visitor Bureau (CVB)

I. Chairman, Clay Miller, called the meeting to order at 3:00 p.m.

Clay Miller shared Board Gene Bryan's letter of resignation from the Wyoming Tourism Board. Gene thanked the Governor for the privilege of serving on a tremendous, well supported Board; however, life is offering other endeavors, which he has chosen to explore. Gene's vast experience and knowledge of the tourism industry and the State of Wyoming is irreplaceable and he will be missed!

II. The meeting minutes from May 11, 2010 were presented for approval. Dave Hanks motioned to approve the minutes as presented, Dave Rader seconded; the motion passed unanimously.

III. Contracts:

A. Action Required:

- i. Vocus, Inc. – the purpose of this contract is for the Contractor to provide software for public relations management to Tourism. A Social Media component has been added for this two year contract which increased the overall amount by \$1,100 since 2008. This contract shall commence on October 1, 2010 and expire September 30, 2012 and shall not exceed \$50,000. Motion was made by Renée Middleton to accept this contract as presented, Renee Penton Jones seconded; the motion passed unanimously.
- ii. Wyoming Department of Transportation – Amendment Three – the purpose of this amendment is to add an expiration date of June 30, 2011 to the existing Memorandum of Understanding (MOU). The original MOU did not have an expiration date and WYDOT has opted to implement one. The

original MOU, in the amount of \$99,000, which was executed June 30, 2006, established the responsibilities and funding for Tourism's directional and information signs for various locations on state highway system and miscellaneous work associated with interpretive signs at various locations throughout the state. The first amendment to this MOU added \$42,500 for additional signs, and the second amendment revised the responsibilities of Tourism and WYDOT. The total MOU amount is \$141,500 and will have an expiration date of June 30, 2011. Motion was made by Renée Middleton to accept this amendment as presented, Dave Hanks seconded; the motion passed unanimously.

- iii. Gene Bryan – the purpose of this contract is for the Contractor to manage the individual agreements for qualifying rodeo athletes through the PRCA Patch Program for the Wyoming Cowboy Marketing Program (Team Wyoming). The goal of Team Wyoming is to create awareness about Wyoming as a vacation destination. Tourism spends millions of dollars in traditional advertising promoting Wyoming and focusing a great deal of its efforts in building Wyoming's brand and brand awareness. The rodeo athletes and the associated visibility of the sport is an additional avenue to communicate the "Wyoming" messages to thousands of people, thus helping to build the brand and generate interest in Wyoming. This contract shall commence upon last signature to the contract, shall not exceed \$404,900 - \$38,000 contract management fee and \$366,900 Cowboy Marketing Program – for the entirety of the contract, which is set to expire December 31, 2012. Motion was made by Renée Middleton to accept this contract as presented, Dave Hanks seconded; the motion passed unanimously.

B. Information Only:

- i. Patrick Mignano – this contract is the result of the Wyoming Short Film Contest. Qualifying short film entries are required to take place in Wyoming, feature Wyoming, or present Wyoming as a major character in the storyline. The contest was designed to foster film production in the state while simultaneously giving filmmakers an opportunity they might otherwise overlook. The Contractor, as the winner of the contest, agrees to grant Tourism the right to display the film for promotional purposes. This contract shall not exceed \$25,000 and is set to expire June 30, 2012.
- ii. Jennifer Berry, d.b.a., The Old West Frontier Company - the purpose of this contract is to provide travel media representation and development of Wyoming in the Australia/New Zealand marketplace. This contract shall not exceed \$30,000, shall commence on October 1, 2010 and is set to expire September 30, 2011. This is the same contract amount as last year.

IV. Director's Report:

- A. Board Nominations – Tourism, along with the Wyoming Travel Industry Coalition (WTIC), and the Governor's office will advertise the position vacated by Gene Bryan. The Tourism Board will pass replacement recommendations to the Governor for the vacancy based off of the applications received. The

deadline for applications is July 14th. Diane provided an overview of past appointments and nominations since 2007. Diane would like to have a more extensive discussion regarding this topic at the July 16th Board meeting in Sundance.

- B. NE Wyoming Welcome Center – A tour of CAM-PLEX is scheduled for 2:00 p.m. on Thursday, July 15th followed by a private reception that evening. The Board meeting will be held at the County Library in Sundance from 8:00 a.m. to 1:00 p.m. followed by the ribbon cutting at 3:00 p.m. Rooms have been reserved for the Board and Staff for the evening of July 15th. Invitations are scheduled to be sent at the end of the month, advertisements will be placed in Crook, Campbell and Weston newspapers. The three counties have planned festivities at the Center for the weeks to follow the ribbon cutting to showcase the attractions of the individual counties.
- V. Deputy Director's Report:
- A. Industry Update – Alan Dubberley reported that he has received the most positive industry report since the inquiries started approximately 18 months ago. Eighty communities have responded to the recent update request, and all are excited about this summer season. Alan will forward the report to everyone via email.
 - B. Master Plan Update – the seven statewide community meetings were completed in May and each meeting had a great turnout. To date there have been 360 responses posted on the website www.projectfrontdoor.com. The next step is for Hank Todd, Hank Todd Solutions, to present the results to members of the selection committee, which is scheduled for Monday, June 28th. This project is on track for the preliminary report to be presented at the Fall Summit in Cody. Alan will continue to keep the Board apprised of the progress of this project.
- VI. Public Comments – Aaron McCreigh, Casper CVB joined the call and thanked everyone for their efforts!
- VII. Old Business:
- A. Clay Miller thanked the staff for their hard work at the recent Chris LeDoux dedication.
 - B. Kari Cooper recognized Michell Howard, Manager, Film, Arts and Entertainment, for her efforts in coordinating the recent Familiarization (FAM) Tour to Jackson.
- VIII. New Business – there was no new business to discuss.
- IX. Adjourn – Renée Middleton moved and Dave Hanks seconded the meeting adjourn at 4:35 p.m.