



**Wyoming Tourism Board of Director's Meeting Minutes**  
**July 23, 2020**  
**Zoom Conference – 11:30 a.m.**

**Tourism Board Members Present:** C.J. Box (Chairman), Mike Keller (Vice Chairman), Budd Betts, Q. Blair, John Johnson, Larry Lloyd, Mandy Moody-Phillips, Tony O'Brien and Anna Olson.

**Staff Members Present:** Diane Shober, Sara Borgerding, Angelina Cisneros, Jennifer Griswold, Michell Howard, Kim Koester, Dionne Roccaforté and Kristy Simola.

- I. Chairman, C.J. Box, called the meeting to order at 11:35 a.m.
- II. The meeting minutes from June 15, 2020 will be presented for approval during the next meeting.
- III. **Contracts**
  - A. **For Approval**
    - i. **Entrada Insights Corporation:** The purpose of the Entrada Insights contract is to develop a destination management platform. The platform is able to use analytics, artificial intelligence (AI) and machine learning to conduct forecasting, modeling and simulation. Contractor will provide a single platform, or dashboard, for the reporting, analysis, insights and location and visualization of data collected on Wyoming's visitor economy. This contract will not exceed **\$90,000**, will commence when fully executed and **expire July 31, 2021**. This is budgeted item in Business Operations/Research. Larry Lloyd motioned to approve this contract; Budd Betts seconded; motion passed unanimously.

IV. **CARES Act Relief Funds (CARF)**

- A. **For Approval**
  - i. **\$140,000 In-State Re-Awakening Campaign:** In partnership with the Wyoming Business Council, the Wyoming Office of Tourism (WOT) was approved for \$140,000 for an in-state marketing campaign. These CARF funds reimbursed the general fund expenditure.

As part of the "Safety & Assurance" messaging platform developed in response to the COVID-19 pandemic, WOT, in consultation with the Wyoming Business Council and the Main Street Program, developed a fully integrated marketing campaign designed to support and assure Wyoming residents that it is "ok" to go back to work, to gather (within reason) with friends, and to socialize with friends and guests—a transition preparing locals for returning to our adjusted way of life and communicating that they are a key piece in the recovery effort. Placements were spread across multiple channels including local television, digital video (YouTube) geotargeted at Wyoming residents, digital and local radio and social media (Facebook). All media ran only within the state. The campaign launched on May 18, 2020 and concluded June 30, 2020.

- ii. **\$275,000 Personal Protection Equipment (PPE) for Visitor Information Centers:** In partnership with the Wyoming Department of Health and Amazon Business COVID Supply for Governments, WOT has been approved for \$275,000 to support stakeholder PPE requests by making the initial purchase of 500,000 Level 1 surgical ear loop facemasks to be distributed through visitor information centers.

Local lodging tax boards and chambers of commerce are the primary entities who operate visitor information centers; via an online application they submit their requests for a specific quantity of PPE. From the initial order, 400,000 were delivered from the supplier directly to the 2 YNP gateway communities. WOT is managing and fulfilling the remaining inventory of 100,000 PPE.

- iii. **\$5,000,000 Local Destination Marketing Organization (DMO) Tourism Marketing Support:** WOT has been approved for \$5,000,000 to be proportionately distributed to each local DMO for the purpose of driving tourism as a means of stimulating the local economies. WOT will distribute the funds to local DMOs based on the percent of total collections in FY19. DMOs may use these funds for their sales and marketing endeavors and associated expenses necessary for the resumption of tourism promotion and for their efforts to communicate public health safety, including but not limited to advertising, public relations, direct sales, content development, social media messaging and all associated production and administrative costs directly related to these efforts.

Larry Lloyd motioned to approve the three programs; John Johnson seconded; motion passed unanimously.

Larry Lloyd requested help understanding the CARES Act funding as it relates to the Sweetwater Events Complex. Director Shober agreed to research and provide available resources.

## V. Executive Director's Report

- A. **State Budget Update:** Executive Director, Diane Shober, reported that first round 10% budget cuts totaling \$2,650,000 were submitted to the Budget Office before July 1, 2020. The second round 10% (20% total) reduction need to be submitted by September 1, 2020. WOT is prepared for and operating at a total 30% reduction even though there is not direction to do so at this time.

Shober also discussed the Governor's announcement of a mandatory furlough for certain state employee classifications. This will include leadership and some additional staff. Dates for furloughed staff have been agreed upon, will begin August 2020 and continue through January 2021.

Budd Betts requested clarification regarding legislative process and the budget reductions being instituted by Governor Gordon. Director Shober agreed to research and report to the board.

VI. **Old Business** – There was no old business.

VII. **New Business** – There was no new business.

VIII. **Public Comments** – There were no public comments.

IX. **Executive Session** – There was no need for an executive session.

X. **Adjourn** – Upon conclusion of the session, Tony O'Brien motioned, and Budd Betts seconded to adjourn at 12:20 p.m.; motion passed unanimously.