



Office of Tourism

# Agenda

## Wyoming Tourism Board of Director's Meeting

August 30, 2022

1:00-4:00 pm

Hot Springs Hotel and Spa, Thermopolis WY

- I. Welcome – Board and Staff Roll Call/Board Update Anna Olson
  - A. Board Members
    - 1. Mike Keller, Chairman (Excused)
    - 2. Anna Olson, Vice Chairman
    - 3. Budd Betts
    - 4. Quintin Blair
    - 5. John Johnson (Zoom)
    - 6. Ken Barkey
    - 7. Tony O'Brien (Zoom)
    - 8. Mark Tesoro
    - 9. Shawn Parker
  - B. Staff Introductions
    - 1. Lisa Osvold
  - C. Public Introductions
- II. Approval of Minutes from June 20, 2022
- III. Financials Dionne Roccaforte
  - A. Year to Date Budget Summary as of June 30, 2022 (Attachment A)
  - B. Statewide Lodging Tax Collections as of June 30, 2022 (Attachment B)
- IV. Contracts
  - A. For Approval (Attachment C)
    - 1. College Cowboy Marketing Program \$220,000
      - 1. Casper College \$27,500
      - 2. Central Wyoming College \$27,500
      - 3. Eastern Wyoming College \$27,500
      - 4. Laramie County Community College \$27,500
      - 5. Northern Wyoming Community College - Gillette \$27,500
      - 6. Northern Wyoming Community College - Sheridan \$27,500
      - 7. Northwest Wyoming Community College \$27,500
      - 8. University of Wyoming \$27,500
  - B. Information Only
    - 1. Elisabeth Brentano - Influencer \$15,600
    - 2. Adaptive & Co Limited \$35,200
- V. Director Reports
  - A. Business Operations Lisa Osvold
  - B. Brand Studio Michell Howard
    - 1. Staffing Updates
    - 2. Destination Listing Optimization

- 3. Wyoming Content Coverage
- 4. In-state Hospitality Campaign
- C. Global Partnerships James Scoon
  - 1. Staffing Updates
  - 2. Howdy Neighbor Video Series
  - 3. Destination Development
  - 4. International Update
- VI. Executive Director's Report Diane Shober
  - A. Supplemental Budget
  - B. TRWCR Committee Meeting
    - 1. WOT Overview
    - 2. Film Production Rebate
- VII. Board Development Anna Olson
  - A. Vice Chairman
  - B. District 6 Unexpired Term - Vacancy
- VIII. Old Business
- IX. New Business
  - A. WHTC; Industry Updates/Fall Summit Chris Brown
  - B. Yellowstone Winter Access "Plowing the Plug" Quintin Blair
  - C. State Trails Program - Snowmobiling Forrest Lamminga
  - D. Outdoor Recreation Grant Program Update Patrick Harrington
- X. Public Comments
- XI. Executive Session
- XII. Adjourn

**Important Dates:**

- October 18, 2022: In-Person Board Meeting in conjunction with Fall Summit, Casper, WY
- October 24-25, 2022: Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Cheyenne, WY
- December 2, 2022: WNFR/Team Wyoming Breakfast 2022
- December 19, 2022: Board Meeting via Zoom Webinar
- January 29, 2023: In-person board Meeting in conjunction with Governor's Conference
- April 17, 2023: Possible in-person Board Meeting - Budget Planning
- June 19, 2023: Board Meeting via Zoom Webinar
- August 21, 2023: Board Meeting via Zoom Webinar
- October 2023: In-Person Board Meeting in conjunction with Fall Summit
- December 1, 2023: Team Wyoming Breakfast
- December 17, 2023: Board Meeting via Zoom Webinar