



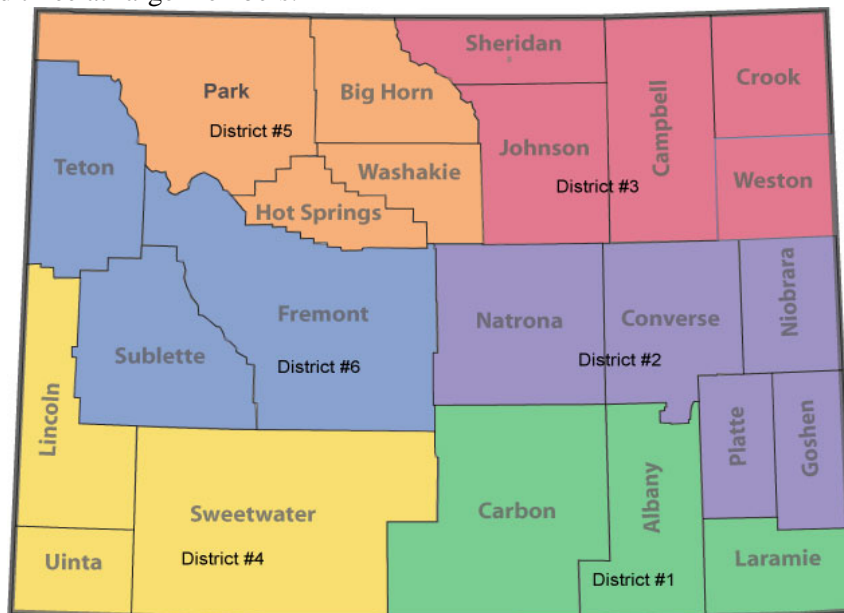
Wyoming Tourism Board - Board Development Plan

Introduction/History

Thanks to the support of Governor Dave Freudenthal and the Wyoming Travel Industry Coalition, the Wyoming Legislature attached a footnote to the 2003 Supplemental Budget and renewed that footnote during the 2005-06 Biennium Budget Session establishing the Wyoming Tourism Board to oversee the activities of the Division of Tourism of the Wyoming Business Council.

After the thoughtful yet persistent efforts of Wyoming's travel and tourism industry, legislation was drafted and presented as SF 75 during the 58th Legislature to permanently establish the Wyoming Tourism Board. On February 14, 2007, SF 75 was signed by Governor Dave Freudenthal and enacted into law. An agency budget number has been assigned for the FY09-FY10 biennium budget process.

Currently, the Board is made up of a total of nine members, six members whose districts align with the Division's marketing regions and three at-large members.



District	Counties	Board Member	Expires
1	Carbon, Albany and Laramie	Dave Rader	2-28-09
2	Platte, Goshen, Niobrara, Converse and Natrona	Renee Penton Jones	2-28-11
3	Crook, Weston, Campbell, Johnson and Sheridan	Clay Miller	2-28-09
4	Lincoln, Uinta and Sweetwater	Dave Hanks	2-28-10
5	Park, Big Horn, Hot Springs and Washakie	Gene Bryan	2-28-11
6	Fremont, Sublette and Teton	Kari Cooper	2-28-10
At Large		Bruce Grosbety	2-28-11
At Large		Matt Driskill	2-28-09
At Large		Jim McCaleb	2-28-10

Board Vision Statement

The Wyoming Tourism Board is the leading proponent of the state's tourism/hospitality industry. We provide governance and policy oversight for the state Office of Tourism, or more commonly known as Wyoming Travel & Tourism.

Board Structure

The board shall be comprised of nine (9) members who shall be employed in or associated closely with the travel industry. The board shall be appointed by the Governor, and approved with the advice and consent of the Senate, in accordance with W.S. 28-12-101 through 28-12-103. According to statute, no appointed member shall serve more than two (2) consecutive three (3) year terms.

Board Criteria

- Broad industry representation by sector and geography
- Deep knowledge/understanding of the tourism/hospitality industry and/or marketing
- Board Chair needs to be owner/chief executive officer/general manager level or have extensive marketing experience. The Chair must be in a position to be available through communications and commitment of time to agency director.

Application Process

Note: The process outlined below applies only to Wyoming Tourism Board in-put to the Board appointment process. Anyone can apply directly to the Governor's office for consideration.

- Existing Board members will solicit names from industry associations, organizations, related groups, i.e., Wyoming Chamber of Commerce Executives, Leadership Wyoming and other leadership development groups along with personal knowledge and observation.
- Interested applicants must submit a cover letter, resume and "Application for Gubernatorial Appointment" (available on Governor Dave Freudenthal's website, <http://governor.wy.gov/boards-and-commissions.html>)
- The Board Chair will visit with the Governor to determine his/her philosophy and interests and then appoint a Board Selection Task Force to develop a prioritized list of potential nominees for the 1) geographical representatives and 2) at large representatives.
- It is recommended that the Task Force include a representative of the Wyoming Travel Industry Coalition.
- The Board Selection Task Force will conduct telephone or in-person interviews with its top recommendations to measure interest, availability, knowledge, commitment and understanding of the Board's role.
- The full Wyoming Tourism Board will review the Task Force's recommendations and adopt a final list at the January Board meeting. Nominees will be contacted to complete the necessary application form from the Governor's Office.
- The Board Chair will submit the Board's recommendations to the Governor no later than February 5 each year.

Board Responsibilities

Wyoming Tourism Board members will . . .

- Be the leading proponents of the Wyoming travel/hospitality industry.
- Focus on "big picture" issues and set aside individual/regional agendas.
- Hire/fire the agency director.
- Develop, in concert with the director and key staff, the overall marketing philosophy and strategy of the agency.
- Provide governance and policy oversight. The director is responsible for staff and day to day operations.
- Provide fiduciary responsibility to the Governor and Wyoming Legislature.
- Make every effort to participate in regularly scheduled board meetings, occasional sub-committee meetings and the annual Governor's Tourism Conference and Fall Tourism Summit.

- Serve as a “buffer” for the director/staff, as necessary, on controversial or potentially controversial issues/requests from the industry.
- Designate the Board Chair or her/his representative to be the primary point of contact for the director.

Conflict of Interest

Public officials, including members of boards and commissions, have an obligation to always put the public interest above their own personal and private interests when carrying out their official duties.

As members of the Wyoming Tourism Board, board members will agree to:

- Make known any connections with groups, businesses or organizations doing business with the agency.
- Abstain from discussions and voting on matters affecting transactions between the agency and the business/organization.

The above requirements do not prevent a board member from briefly stating a position or answering pertinent questions. Minutes of the meeting will reflect a disclosure was made and the board member abstained from voting.

This conflict of interest policy will be reviewed annually at the first meeting of the year and members will execute a Conflict of Interest Policy Declaration.

Agency Director Selection

- The Board Chair will appoint a Director Selection Task Force to develop/review the job description, criteria and time frame for the selection of the agency director.
- The Task Force will present all applicants’ names plus a recommended list of candidates to be interviewed by telephone by the full Wyoming Tourism Board.
- The full board will select up to three (3) candidates for on-site visits/interviews by the full board. As part of that site visit the candidates will have the opportunity to meet with the Governor.
- The Wyoming Tourism Board will make the final selection.

Agency Director Evaluation

The Board Chair will appoint an Evaluation Task Force from the board members to conduct an annual (June is recommended) evaluation of the agency director’s job performance.