

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, JUNE 28, 2016 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Chairman Reeda George called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, June 28, 2016 at 11:34 a.m. at the Casper/Natrona County International Airport. Roll was called which determined the presence of a quorum.

II. ROLL CALL

Present: Glenn Januska, City of Casper
Shawn Johnson, City of Casper
Millette Desormeaux, Natrona County
Renee Penton-Jones, Natrona County
Reeda George, Town of Bar Nunn
Jim Ruble, Town of Evansville
Erik Aune, Town of Mills

Absent: Cindy Aars, Town of Edgerton
Debbie Peterson, Town of Midwest

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
Gilda Lara*, Casper Area Chamber of Commerce
Kathy Becker, Code of the West
Shane Sellers, Code of the West
Kevin Hawley, Downtown Development Authority
Tom Morton, K2 Radio
LeAnn Miller*, Mainstay Suites
Pat Sweeney*, Wonder Bar
Tim Monroe, Wyo. Business Report, Casper/Natrona Co. Int'l Airport

**Joined the meeting in progress*

III. MINUTES

Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to approve the May 25, 2016 minutes as distributed.

IV. TREASURER'S REPORT

Mr. Januska reviewed the financial reports ending May 31, 2016. Moved by Mr. Johnson, seconded by Ms. Desormeaux and carried without dissent to accept the financial reports ending May 31, 2016 and CACVB vouchers 05-6616 to and including 05-6652 totaling \$115,382.65. (Exhibit 1)

V. OLD BUSINESS

BUDGET UPDATE: The Wyoming Department of Revenue reported to Ms. Kreder there are three properties owing lodging tax. There is approximately \$240,000 lodging tax due from two properties and they are now on a payment plan. The lodging tax owed from the third property is negligible and the property has closed. Ms. Kreder reviewed the 2016/2017 preliminary budget. (Exhibit 2)

BOARD MEMBER APPOINTMENT: Ms. Kreder reported Council members Renee Penton-Jones and Debbie Peterson have been reappointed to the Council. The Council thanked Mr. Januska for his service as he will not be able to accept reappointment. Ms. Kreder reported the City of Casper has requested the Council advertise, take applications and make a recommendation to the City Council for appointment to the vacant position. Applications were received from Donna Fischer, Kevin Hawley, Christine Hill and Nick Hill. Moved by Ms. Desormeaux, seconded by Mrs. Penton-Jones to recommend to the Casper City Council that Kevin Hawley be appointed to the open position on the Natrona County Travel & Tourism Council. Motion withdrawn. It was agreed that a recommendation will be determined following further review of the applications.

VI. NEW BUSINESS

MARKETING UPDATE: The Tourism report for May 2016 was reviewed. Mr. Houck reported website traffic is down as 50% of views are being directed to event postings rather than the website as done last year. Casper Compass subscriptions continue to rise. Mr. Houck reported Adbay.com submitted marketing pieces to Summit International Awards, which recognizes creative excellence in advertising and marketing companies, and individuals with billing under \$30 million and includes all media and industries. All of the pieces submitted won Summit Creative Awards in their respective categories. Awards for CACVB marketing pieces were: Wild at Heart one page ads—Silver Award in Consumer Newspaper/Magazine Campaign; BikeCasper.com – Bronze Award in Travel/Tourism/Nature Website and FishCasper 30 second commercial – Bronze Award in Commercial Spot \$5000 to \$25,000. Mr. Houck reported the summer events campaign is underway. Ms. Kreder and Mr. Houck are reviewing the Yellowstone campaign this afternoon, in which participating hotels are offering reimbursement of the \$30 park pass. (Exhibit 3)

EMPLOYEE GUIDEBOOK REVIEW: Ms. Kreder recognized Employee Guidebook Committee members Millette Desormeaux, Renee Penton-Jones and Reeda George and thanked them for their work. There was discussion of proposed changes sent to Council members earlier. Moved by Mr. Januska, seconded by Mrs. Penton-Jones and carried without dissent to approve the *Employee Guidebook* with the revisions as approved. (Exhibit 4)

TRAVEL POLICY: The proposed Travel Policy was reviewed. Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to approve the *Travel Policy* with the revisions as approved. (Exhibit 5)

BOD CONFLICT OF INTEREST AGREEMENT: The proposed BOD Conflict of Interest Agreement was reviewed. Moved by Mr. Januska, seconded by Ms. Desormeaux and carried without dissent to approve the *BOD Conflict of Interest Agreement* with the approved revisions as discussed. (Exhibit 6)

CENTRAL WYOMING FAIR & RODEO TICKETS: The Central Wyoming Fair & Rodeo is July 8-16 with rodeo performances July 12-16. Council members were asked to contact the CACVB office with dates they would like to attend.

2016-2017 CASPER COLLEGE CORPORATE PARTNERSHIP AGREEMENT: The Council reviewed the 2016-2017 Corporate Partnership Agreement with the Casper College Thunderbird Booster Club. It was the consensus of the Council to recommend the Agreement to the Proud to Host the Best Committee for consideration. (Exhibit 7)

VII. COMMUNICATIONS REPORTS

Ms. Kreder reviewed The CEO report and the Metrics Dashboard. It was suggested hoteliers be contacted regarding coordination of the distribution of Visitor Guides and bags to eliminate duplication of efforts. There was a lot of press coverage at the Western States Drone Rodeo with projection the event could grow. Ticket sales for CNFR should be available soon. (Exhibits 8 & 9)

Community Liaison Reports: Mr. Johnson reported the City of Casper and Parkway Plaza have signed a Memorandum of Understanding (MOU) regarding a conference center. The MOU has several phases including an infrastructure update of the Center Street and I-25 interchange. Phase I is to be completed by September 30, 2016 and includes schematics and cost estimates. Mr. Aune reported the Town of Mills is working on property near the new bridgework and fill station. Mr. Januska reported the Casper/Natrona County International Airport is building a new snow removal equipment and maintenance building. A section of road near the Airport Parkway has been named Bill Sullivan Drive. Ms. Lara thanked the Council for their Chamber membership and support of the Casper Visitor Center. Chamber memberships currently include 1100 business and 2800 individuals. The Casper Visitor Center numbers were down minimally for May, but down by 200 in June. Mr. Hawley reported the DDA has been very busy. The Art Walk has been hugely successful, NIC Fest has had great support and Dock Dogs was well received. Wells Fargo filmed a national commercial, which was very well organized and very successful. He thanked the City of Casper and everyone involved for their support and participation. There will be a press conference in one to two weeks regarding the David Street Station, which will be completed in phases. Phase I, the functional stage, is underway. (Exhibit 10)

VIII. COUNCIL COMMENTS – At a recent Casper Area Chamber of Commerce Board Meeting it was reported that this is the last year the Chamber will be facilitating the Casper Visitor Center. Mr. Ruble suggested a committee be appointed to research future Casper Visitor Center prospects. Appointed to the committee were Jim Ruble, Erik Aune and Reeda George.

IX. PUBLIC COMMENTS – Mr. Sweeney expressed his concern of a written employee handbook. Mr. Sweeney feels involvement of the large group formerly working on the eclipse would build excitement. Mr. Sweeney believes the 3x3 basketball tournament will grow, but expressed concern with chip sealed streets and believes other available surfaces would be better. Mr. Sweeney felt the announcement regarding the Casper Visitor Center is disappointing news and stressed the need for a Visitor Center that has parking available for RVs and 5th wheels. Mr. Sweeney expressed concern regarding Meeting Professionals International (MPI) and asked what events have come to Casper because of MPI. Mr.

Sweeney felt the room nights associated with a reported RFP conflict with eclipse dates. Mr. Houck reported he has reached out to Madden regarding visitor guide numbers and reported website leads are up 5%.

- X. **Upcoming Council Meeting Dates:** Council reviewed the 2016/2017 meeting schedule. The next Council meeting is Tuesday, July 26, 2016. (Exhibit 11)

OLD BUSINESS CONTINUED

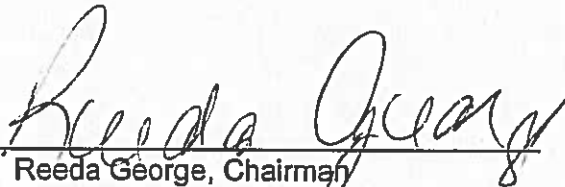
BOARD MEMBER APPOINTMENT: Moved by Mr. Januska, seconded by Ms. Desormeaux and carried without dissent to recommend to the Casper City Council that Kevin Hawley be appointed to the open position on the Natrona County Travel & Tourism Council.

- XI. **EXECUTIVE SESSION:** Moved by Mr. Johnson, seconded by Ms. Desormeaux and carried without dissent to discuss the employee compensation package.

The public meeting recessed at 1:22 p.m. and was reconvened at 1:55 p.m.

Moved by Mrs. Penton-Jones, seconded by Mr. Januska and carried without dissent to approve the employee compensation package as presented.

- XII. **ADJOURNMENT:** There being no further business, the meeting adjourned at 1:59 p.m.



Reeda George, Chairman



Glenn Januska, Treasurer