

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, AUGUST 16, 2016 ~ 11:30 AM
CASPER, WYOMING

I. **CALL TO ORDER**

Chairman George called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, August 16, 2016 at 11:32 a.m. at the Casper Area Convention and Visitors Bureau. Roll was called which determined the presence of a quorum.

II. **ROLL CALL**

Present: Kevin Hawley, City of Casper
Milletta Desormeaux, Natrona County
Renee Penton-Jones, Natrona County
Reeda George, Town of Bar Nunn
Debbie Peterson, Town of Midwest
Erik Aune, Town of Mills

Absent: Shawn Johnson, City of Casper
Cindy Aars, Town of Edgerton
Jim Ruble, Town of Evansville

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
Liz Becher, City of Casper
Tiffany Bushart, Hampton Inn
Tammi Chappell, Hampton Inn
Karin East, Ramkota Hotel
Tim Monroe, Wyoming Business Report

III. Moved by Ms. Desormeaux, seconded by Mrs. Penton-Jones and carried without dissent to approve the July 26, 2016 minutes as presented.

IV. **OLD BUSINESS**

STRATEGIC PLANNING UPDATE: Ms. Kreder introduced Liz Becher, Assistant City Manager for the City of Casper. Ms. Becher reported Andrew Nelson, with the City of Casper Metropolitan Planning Organization completed a study of the I-25 Corridor one-year ago. The study summarized an 18-month process to gather input and determine how the corridor should be completed. WyoCity colors will be incorporated into the new plans. Center Street will be the next area studied, including above and below the interchange. The City of Casper works with property owners on a one-on-one basis rather than utilizing eminent domain. The City's number one priority is safety and the City may place a lien on personal property as an avenue to correct an unsafe location. Updating the entire I-25 corridor, continuing the theme of the Salt Creek underpass is expected to take 10 years. Ms. Becher suggested that WYDOT be invited to address the Council in order to include travel and tourism into the infrastructure discussion and plans. Ms. Becher reported Generation Casper is a

comprehensive plan that will revisit, reconfirm, and where necessary, re-envision the prior plan, developed in 2000, and will give the community the opportunity to comment on and participate in the process. The Plan will outline the community's vision and goals; recommend strategic initiatives, program and catalyst projects; and a plan to monitor and evaluate progress towards the community's vision. Ms. Kreder will send a survey link to Council members. The City of Casper and Parkway Plaza have signed an MOU regarding the proposed conference center. Project phases have been incorporated into the MOU and will be tested during each phase. Phase 1, scheduled for completion in December, encompasses easements, company renderings of what the conference center will look like and costs. Phase 2 will deal with financing and Center Street infrastructure. (Exhibit 1)

MARKETING UPDATE: The July 2016 tourism report was reviewed. Mr. Houck reported page views are in line with last year. Mr. Houck would like to continue to grow the Casper Compass. The majority of subscribers are currently Casper residents. Adbay creates the Casper Compass and Facebook entries. The Renaissance Faire receive the biggest Facebook impression and the Yellowstone Campaign is generating more interest than the summer campaign. (Exhibit 2)

LEGISLATIVE UPDATE: A legislative event to educate incumbent legislators and candidates about tourism and the impact of tourism is scheduled September 28 from 4-7 p.m. at the Tate Pumphouse. Ms. Kreder will give a presentation on the state of tourism in Natrona County and Anna Wilcox will give a presentation on the Wyoming Eclipse Festival. Erik Aune will be onsite to facilitate a fishing experience on the Platte River. Talking points will be available and distributed to Council members.

VISITOR CENTER UPDATE: Visitor Guide/Visitor Center Committee members Jim Ruble, Erik Aune and Reeda George met and Ms. Kreder is checking into Casper Visitor Center options.

V. NEW BUSINESS

VISITOR GUIDE: Work on the 2017 Visitor Guide is underway with Mrs. Matz spearheading the project. Council members were asked to contact the office with suggestions.

NATRONA COUNTY TOURISM SUMMIT: The summit will provide tourism information to the travel and tourism industry. Ms. Kreder reviewed potential topics for the summit. (Exhibit 3)

SPONSORSHIP/GRANT COMMITTEE: The Committee will meet later this month to review the grant/sponsorship process and application form. There was discussion of the Miss Wyoming USA and Miss Teen Wyoming USA Pageants. Although the CEC contracted with Pageant organizers at a rate similar to the nonprofit rate, there is concern the cost of the facilities may prevent the 2016 pageant from taking place. Other venues have been investigated, but the Casper Events Center is the only available venue with the accommodations necessary to host the event. Mrs. Matz reported Pageant organizers will not ask for additional funding next year as less costly facilities will be available. It was moved by Ms. Desormeaux, seconded by Ms. Peterson and carried without dissent to authorize Ms. Kreder to approve up to \$3000 in additional funding contingent upon additional funds awarded to Future Productions for the 2017 Miss

Wyoming USA and Miss Teen Wyoming USA pageants September 17-18, 2016 in Casper.

VI. COMMUNICATIONS REPORTS

Staff Reports: Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 4, 5, 6 & 7)

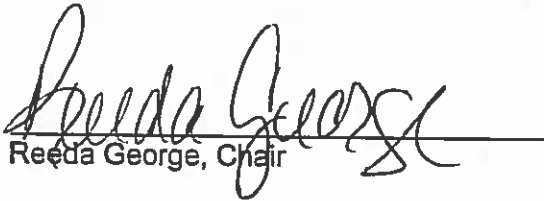
Community Liaison Reports: Mr. Hawley announced bid documents for the David Street Station are available to contractors.

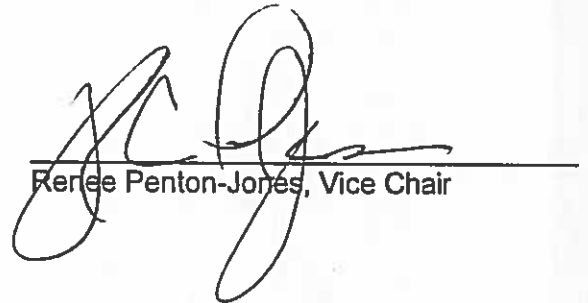
VIII. COUNCIL COMMENTS – There were none.

IX. PUBLIC COMMENTS – Mr. Monroe reported on the Wyoming Eclipse Festival and the motorcycle film crew from Australia. In response to Ms. East's inquiry, it was reported the hotel meeting space video is currently on hold.

X. **Upcoming Meeting Date:** The next Council meeting was scheduled Tuesday, September 27, 2016. The meeting will convene at 11:30 a.m. at the Casper Area Convention and Visitors Bureau office.

XI. **ADJOURNMENT:** There being no further business the meeting was adjourned.


Reeda George, Chair


Renee Penton-Jones, Vice Chair