

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, OCTOBER 25, 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, October 25, 2016 at 11:30 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
Shawn Johnson, City of Casper
Renee Penton-Jones, Natrona County
Reeda George, Town of Bar Nunn
Cindy Aars, Town of Edgerton
Jim Ruble, Town of Evansville
Debbie Peterson, Town of Midwest
Erik Aune, Town of Mills

Absent: Vacant, Natrona County

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
LeAnn Miller, Mainstay Suites
Aubrey Valdez, National Historic Trails Center Foundation
Tim Monroe, Wyoming Business Report

III. Moved by Mr. Ruble, seconded by Ms. Peterson and carried without dissent to approve the September 27, 2016 minutes as presented.

IV. **TREASURER'S REPORT**

Mr. Ruble reviewed the financial reports ending September 30, 2016. Moved by Mrs. Penton-Jones, seconded by Mr. Johnson and carried without dissent to accept financial reports ending September 30, 2016 and September vouchers 09-6769 to and including 09-6803 totaling \$78,512.78. (Exhibit 1)

V. **OLD BUSINESS**

MARKETING UPDATE: The September 2016 tourism report was reviewed. Mr. Houck reported Adbay.com applied and received a Google 360° camera. First to be mapped will be the Platte River and Bridle Trails. Adbay.com staff will be mapping trails and will train others to map locations as well. CACVB staff, Mr. Houck and four Adbay.com employees will meet tomorrow for a second time to discuss the new website. Mr. Houck presented two possible Visitor Guide cover photos. It was the consensus of the Council that the photo of Split Rock on the Bridle Trail was the most unique to the Casper area. (Exhibit 2)

LEGISLATIVE UPDATE: There has been positive feedback on the Legislative Summit held September 28 at the Tate Pumphouse and plans are to continue and expand this effort.

RELATIONSHIP POLICY FOR EMPLOYEE GUIDEBOOK: Ms. Kreder reported the proposed Personal Relationship Policy and the Nepotism Policy were reviewed by legal counsel as suggested by Council. Moved by Mr. Ruble, seconded by Mrs. Aars and carried without dissent to approve the Personal Relationship Policy and Nepotism Policy as presented. (Exhibits 3 & 4)

VISITORS CENTER: The proposed Memorandum of Understanding (MOU) between the CACVB and the US Bureau of Land Management, Casper Field Office, National Historic Trails Interpretive Center (BLM-NHTIC) regarding the future Casper Visitors Center was discussed. It was suggested the 30-day right to cancel be revised to a 60-day intent to cancel notification with six months allowed to vacate the premises. Aubrey Valdez with the National Historic Trails Center Foundation reported their Board and Timothy Wilson, Casper Field Manager are also very excited to work together. Mr. Hawley thanked the subcommittee for their work. Ms. Kreder estimated moving expenses of approximately \$20,000. The CACVB will provide a minimum of 1.5 staff people to work at the Visitors Center. Moved by Mrs. Penton-Jones, seconded by Mr. Johnson and carried without dissent to approve the Memorandum of Understanding between the CACVB and the US Bureau of Land Management, Casper Field Office, National Historic Trails Interpretive Center to jointly operate the Casper Visitors Center at the NHTIC with clarification of the Right to Cancel section on line 114 of the proposed MOU as discussed. (Exhibit 5)

STR REPORT: Ms. Kreder reported 93% of Smith Travel Research (STR) predictions are accurate to within 5% of the forecast.

CTA FIELD TEST AND LAUNCH: The Certified Tourism Ambassador (CTA) field test and launch of the program was held October 4 at the NHTIC. There were 37 people certified as Casper Tourism Ambassadors. The next training class will be in December. (Exhibit 6)

“SUCCESS ON THE CENTER LINE” SYMPOSIUM: The Wyoming Eclipse Festival (WEF) “Success on the Center Line” Symposium was held October 11 at The Lyric in Casper. The work being done by the WEF is being watched by communities around the state and nationally, including NASA. Symposium feedback has been very positive including comments of comradery between businesses. Symposium participants would like to see the media, City of Casper, Natrona County and the state more engaged. A task force team may be organized to conduct a blitz of business owners to provide information and to ensure they know the festival will be a five to seven -day event. Mrs. Aars reported the Highway Department is sending out information regarding transportation issues. Contact Ms. Kreder if interested in working on the task force. (Exhibit 7)

TRACKING EVENT ATTENDANCE: The Casper Events Center will share their parking lot attendance numbers, which will be included in future CEO reports. Of two recent events, there were more Natrona County attendants than out of county and out of state.

NATRONA COUNTY FILM COMMISSION: Future meetings have been tabled.

VI. NEW BUSINESS

GRANT/SPONSORSHIP REVIEW: The Grant Review Committee presented their recommendations and discussion of grant applications followed.

- **Amusement Operators of Wyoming (AMOW):** Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to approve a \$6000 grant to AMOW for the Annual Wyoming State 9-Ball Tournament November 18-20, 2016; the State Dart Tournament February 15-19, 2017 and the State 8-Ball Pool Tournament March 15-19, 2017. Mrs. George abstained from voting. (Exhibit 8)
- **Casper Amateur Hockey Club – CAHC Season 2016-2017, 9/11/16-3/10/17:** Moved by Mrs. Penton-Jones, seconded by Mrs. Aars and carried without dissent to approve a \$3000 grant to Casper Amateur Hockey Club for the CAHC 2016/2017 Season, September 11, 2016 through March 10, 2017. (Exhibit 9)
- **Casper Mountain Biathlon Club – McMurry Mountain Park Racing & Camps, 1/18-4/4/17:** Moved by Mrs. Penton-Jones, seconded by Mr. Ruble and carried without dissent to approve a \$2500 grant to the Casper Mountain Biathlon Club for the McMurry Mountain Park Racing and Camps, January 18 to April 4, 2017. (Exhibit 10)
- **Casper Recreational Leagues Assn – 31st Annual Casper Open Volleyball Tournament, 11/12-13/16:** Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to approve a \$3500 grant to the Casper Recreational Leagues Assn for the 31st Annual Casper Open Volleyball Tournament Nov. 12-13, 2016. The CACVB office will follow-up to participate in their advertising efforts. (Exhibit 11)
- **Natrona County Restorative Justice – Restorative Justice Symposium 2017, 3/14-16/17:** It was the consensus of the Council to deny the grant request. Ms. Kreder will contact the applicant to inquire if there are any services the CACVB could provide; registration, name badges/lanyards, a hosted reception, etc. (Exhibit 12)
- **Wyoming Symphony Orchestra – 2016/2017 Concert Season, 9/1/16-4/30/17:** Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to approve a \$1000 grant to the Wyoming Symphony Orchestra for the 2016/2017 Concert Season, September 1, 2016 – April 30, 2017. (Exhibit 13)
- **Proud to Host the Best – 2016/2017 Wyoming State High School Tournaments:** Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to approve a \$30,000 grant to the PHB Committee for the 2016/2017 Wyoming High School Season for Volleyball, Wrestling, 1A/2A Basketball, 3A/4A Basketball and Track State Tournaments. (Exhibit 14)

BILLBOARDS: Billboards are currently being put up. Ms. Kreder reported following the meeting with Berkley Young of Young Enterprises at the 2016 Wyoming Governor's Hospitality and Tourism Conference it was decided to utilize billboards to increase awareness for things to do when exiting I-25.

CACVB VOLUNTEER DESCRIPTION: There was discussion of the proposed CACVB Volunteer Position Description required for DMAP certification through DMAI. Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to approve the CACVB Volunteer Description as presented. (Exhibit 15)

VII. COMMUNICATIONS REPORTS

Staff Reports: Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 16, 17 & 18)

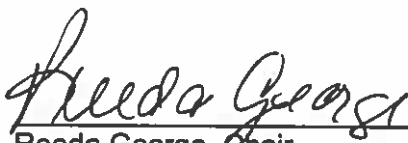
Community Liaison Reports: Mr. Hawley reported a groundbreaking ceremony for Phase I of the David Street Station will take place this afternoon at 1:00 p.m. and everyone is invited to attend. Mr. Johnson reported the City Council will hear an update on the plaza site at the work session October 25, 2016. (Exhibit 19)

VIII. COUNCIL COMMENTS – Mr. Aune reported fishing is awesome. Mr. Ruble reported the original crude units at the Sinclair Refinery in Evansville are being shut down tomorrow. The Sinclair Refinery has been working on a modernization project for the past 1.5 years. Mr. Ruble will be one of the people holding the Sinclair dinosaur balloon in the 2016 Macy's Thanksgiving Day Parade. If watching, he will be wearing lime green shoes. (Exhibit 13)

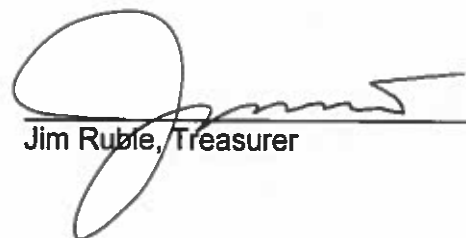
IX. PUBLIC COMMENTS – Ms. Miller asked if the WEF "Success on the Center Line" Symposium was recorded as she was unable to attend. The segment with Dr. Kate Russo was recorded and Ms. Wilcox does have permission to show it at WEF events. Completion of the street update in the Old Yellowstone District was celebrated.

X. Upcoming Meeting Date: The 2016/2017 Council meeting schedule was reviewed. The November meeting was cancelled and the next meeting is Tuesday, December 13, 2016 and 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 adjourned at 1:45 p.m.



Reeda George, Chair



Jim Ruble, Treasurer