

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, DECEMBER 13, 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, December 13, 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
Renee Penton-Jones, Natrona County
Reeda George, Town of Bar Nunn
Cindy Aars, Town of Edgerton
Debbie Peterson, Town of Midwest
Erik Aune, Town of Mills

Absent: Vacant, Natrona County
Shawn Johnson, City of Casper (*Excused*)
Jim Ruble, Town of Evansville (*Excused*)

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
Brad Williams, Grooms & Harkins, P.C.
Nanette Dunkle, Grooms & Harkins, P.C.
LeAnn Miller*, Mainstay Suites
**Joined the meeting in progress*

III. Moved by Mr. Ruble, seconded by Ms. Peterson and carried without dissent to approve the October 25, 2016 minutes as presented.

IV. **TREASURER'S REPORT**

Financial reports ending October 31, 2016 were reviewed. Moved by Mrs. Penton-Jones, seconded by Mr. Hawley and carried without dissent to accept financial reports ending October 31, 2016 and October vouchers 10-6804 to and including 10-6839 totaling \$115,347.40. (Exhibit 1)

V. **OLD BUSINESS**

2015/2016 AUDIT: Brad Williams and Nanette Dunkle with Grooms & Harkins, P.C. reviewed the 2015/2016 audit. Chr. George asked if there were any questions; there were none. Mr. Williams reported the appropriate controls appear to be in place and are working. (Exhibit 2)

WYOMING ECLIPSE FESTIVAL: Ms. Wilcox gave an update on eclipse preparations. (Exhibit 3)

MARKETING UPDATE: The October 2016 tourism report was reviewed. Mr. Houck reviewed the 2017 Visitor Guide and reported the guides will be delivered to the CACVB office later this week. Adbay created the Cowboy State Games logo. (Exhibits 4 & 5)

VISITORS CENTER: Ms. Kreder is meeting with Gilda Lara, Executive Director of the Casper Area Chamber of Commerce to discuss an exit strategy regarding the Casper Visitor Center located at the Chamber office. Ms. Kreder is working with the NHTIC staff regarding on-site signage and information displays. Ms. Kreder estimated costs of \$30,000 to \$35,000 to establish the Visitor Center at the NHTIC. The NHTIC hours are 9:00 a.m. to 4:30 p.m. from fall to spring. The CACVB will provide one full time and possibly an additional part time employee to work in the Visitor Center at the NHTIC. Signage grant funds with the Wyoming Office of Tourism and the Department of Transportation are being explored. Naming of the Visitor Center at the National Historic Trails Interpretive Center (NHTIC) was discussed. Ms. Kreder will work with the Council and Mr. Houck regarding the name.

CERTIFIED TOURISM AMBASSADOR (CTA): Nineteen people attended the second CTA class held December 6 at the Hampton Inn. Ms. Kreder would like all Council members to go through the training to know what is being promoted. Training will be held the first Tuesday of each month from 8:00 a.m. – 12:30 p.m. The next class will be January 3 at the NHTIC.

VI. NEW BUSINESS

JOINT POWERS BOARD AGREEMENT: Proposed revisions to the Joint Powers Board Agreement were reviewed.

BYLAWS: Proposed revisions to the Bylaws were reviewed.

Moved by Mrs. Penton-Jones, seconded by Mrs. Aars and carried without dissent to accept the proposed changes to the Joint Powers Board Agreement.

Moved by Mrs. Penton-Jones, seconded by Mrs. Aars and carried without dissent to amend the motion to include acceptance of the proposed changes to the Bylaws.

Moved by Mrs. Penton-Jones, seconded by Mrs. Aars and carried without dissent to accept changes to the Bylaws and the Joint Powers Board Agreement as proposed.
(Exhibits 6 & 7)

PROUD TO HOST THE BEST (PHB): Ms. Kreder reported officers of the PHB Committee are working on a four-year bid for the WHSAA games held in Casper. Mrs. Penton-Jones recommended the PHB Chairman be asked to speak to the Council.

MEETINGS & CONVENTIONS: Ms. Kreder reported representatives of Digital Edge will be in Casper the end of November to assess the market and will submit a report at the end of the year. Meetings with the hotel directors of sales have been arranged as well as a meeting with Mr. Aune to discuss outdoor opportunities.

WYOMING GOVERNOR'S HOSPITALITY & TOURISM CONFERENCE: The Conference will be held January 29-31, 2017 at Little America in Cheyenne. Council members attending the meeting are Mr. Hawley, Mrs. Penton-Jones and Ms. Peterson. Council members are to contact the office if interested in attending.

VII. COMMUNICATIONS REPORTS

Community Liaison Reports: There were none.

Staff Reports: Ms. Kreder reported a press conference to announce the opening Cowboy State Games will be held Thursday, December 15 at 11:00 a.m. Mrs. Penton-Jones will attend the press conference. The Council congratulated and thanked Mrs. Matz for her work on the 2017 Visitor Guide. Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 8, 9 & 10)

VIII. COUNCIL COMMENTS – There were none.

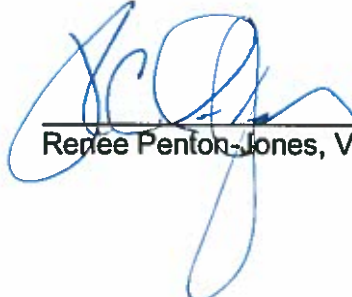
IX. PUBLIC COMMENTS – Ms. Miller commented that she liked "VisitCasper Welcome Center and Scenic Overlook" as the name of the Visitor Center at the NHTIC.

X. Upcoming Meeting Date: The next Council meeting is Tuesday, January 24, 2017 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 1:16 p.m.



Reeda George, Chair



Renee Penton-Jones, Vice Chair