

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
WEDNESDAY, MARCH 1, 2017 ~ 11:30 AM
CASPER, WYOMING

I. CALL TO ORDER

Vice Chair Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Wednesday, March 1, 2017 at 11:35 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
Cindy Aars, Town of Edgerton
Jim Ruble, Town of Evansville
Debbie Peterson*, Town of Midwest
Erik Aune, Town of Mills

Absent: Anna Rosburg, Natrona County (*Excused*)
Reeda George, Town of Bar Nunn (*Excused*)

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
Nikki Green, Adbay.com
Jennifer Sorenson, Atlantic Aviation
Aubrey Valdez, National Historic Trails Interpretive Center (NHTIC)
Tim Monroe, Wyoming Business Report
Anna Wilcox*, Wyoming Eclipse Festival
**Joined the meeting in progress*

III. Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to approve the March 1, 2017 Agenda as presented. (Exhibit 1)

IV. Moved by Mr. Ruble, seconded by Mr. Aune and carried without dissent to approve the January 24, 2017 minutes as presented.

V. TREASURER'S REPORT

Mr. Ruble reviewed financial reports and vouchers ending January 31, 2017. Moved by Mrs. Aars, seconded by Mr. Johnson and carried without dissent to accept financial reports ending January 31, 2017 and vouchers 01-6903 to and including 01-6948 totaling \$91,102.40. (Exhibit 2)

VI. OLD BUSINESS

WYOMING ECLIPSE FESTIVAL UPDATE: Ms. Wilcox reported there will be a couple more local business blitzes this month. They are working on industry roundtables, which will be hosted at The Lyric. Sponsorship income, including the 146 Club Membership, is over \$55,000. Ms. Wilcox will make a presentation on April 6 to Pathway students who will be working on three projects for the WEF: a public art project with the cowboy, printing brochures, etc. and a five to 10-minute splash reel consisting of events occurring in Casper during the eclipse.

MARKETING UPDATE: Mr. Houck reviewed the February 2017 tourism report. CACVB website numbers are down as current ads are directing viewers to the Cowboy State Games website. The 12.7% increase in Casper Compass subscribers is due to Casper Events Center contests. Adbay.com created a video for the PHB Committee's bid presentation to the Wyoming High School Activities Association (WHSAA). It was reported the video was well received by the WHSAA Board. Welcome Center signage was installed February 28 at the NHTIC. Two Visit Casper billboards should be up today, March 1. Mr. Houck reviewed the process used in developing the new CACVB website, which went live February 28. Mr. Houck reviewed the website and asked Council members for input. He estimated the new website has five times more content than the previous CACVB website. There were 3700 mobile users viewing the website with the majority from the following states: 47% Wyoming, 16% Colorado, 6% Texas, 5% California, 2% Massachusetts and 2% Utah. (Exhibit 3)

VISITORS CENTER UPDATE: Ms. Kreder reviewed the Visitor Center overview and reported signage is good. EmmeAnna Brandt, Chief Curator of Undeniably Awesome Visitor Experiences, began her first day at the CACVB office February 20 and her first day at the Visitor Center is today, March 1. (Exhibit 4)

CERTIFIED TOURISM AMBASSADOR (CTA) UPDATE: Ms. Kreder reported 27 people completed the last regular training class, February 7. The Casper Recreation Center has scheduled two classes, February 24 and March 3. The next regular class will be Tuesday, March 7. The Ramkota is planning to send all 80 of its employees. There will be over 150 CTA graduates after the March classes. The training is \$27 per person and the renewal fee is \$15 per year.

GRANTS/SPONSORSHIPS:

COLLEGE NATIONAL FINALS RODEO (CNFR) SPONSORSHIP: There was discussion of the contract with National Intercollegiate Rodeo Association (NIRA) regarding the College National Finals Rodeo (CNFR) held in Casper each June. It was suggested Mr. Walters be invited to a Council meeting. Moved by Ms. Peterson, seconded by Mr. Hawley and carried without dissent to approve funding of \$30,000 for 2017.

CENTRAL WYOMING FAIR & RODEO (CWFR) SPONSORSHIP: The CWFR project report for the 2016/2017 fiscal year sponsorship was submitted and early release of approved funds was requested. Moved by Mr. Ruble, seconded by Mr. Hawley and approved without dissent to approve early release of funds to the Central Wyoming Fair & Rodeo for their approved 2016/2017 fiscal year sponsorship. (Exhibit 5)

WYOMING COACHES ASSOCIATION (WCA): Ms. Kreder reported the project report for the WCA Clinic and All-Star Week, July 16-23, 2017 has been misplaced. It was the consensus of the Council to request the project report for the 2017 WCA event be resubmitted for consideration of the release of approved grant funds.

VII. NEW BUSINESS

STRATEGIC PLANNING DATES: There was discussion of dates for the Council Strategic Planning Session. It was the consensus of the Council the Strategic Planning Session be held following the April 25, 2017 Council meeting.

NATIONAL TOURISM WEEK EVENT: Ms. Kreder reported National Tourism Week Committee members are Anna Rosburg and Debbie Peterson. A Tourism Breakfast is being planned in conjunction with the Casper Area Chamber of Commerce and will take place Wednesday, May 10, 2017 from 7 to 8:30 a.m., location to be determined.

COLLEGE NATIONAL FINALS RODEO (CNFR) EVENT: There was discussion around scheduling a tourism event in conjunction with the CNFR similar to the event held in 2016. It was the consensus of the Council to proceed with scheduling a 2017 tourism event in conjunction with the 2017 CNFR.

VIII. COMMUNICATIONS REPORTS

Staff Reports: Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 6, 7 & 8)

Community Liaison Reports: There were none.

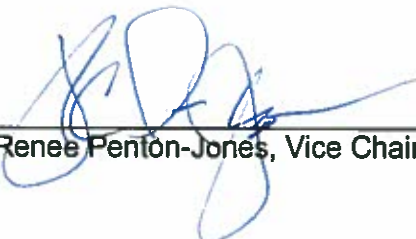
IX. COUNCIL COMMENTS – Mr. Johnson reported the City Council will be reviewing the possibility of purchasing new seats at the Casper Events Center. The estimated cost of this project is \$830,000. Mr. Aune reported the State Parks Department is holding a listening session, March 7, from 6 to 7 p.m. at the Tate Pumphouse. The Endow bill passed yesterday, which encompasses utilization of new services and examining Wyoming's economy.

X. PUBLIC COMMENTS – There were none.

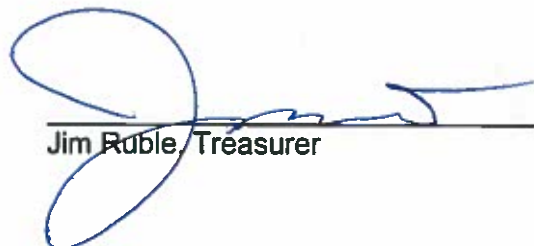
XI. Upcoming Meeting Date: The next Council meeting is Tuesday, March 28, 2017 and will convene at 11:30 am at the Casper Area Convention & Visitors Bureau office.

XII. EXECUTIVE SESSION: Moved by Mr. Johnson, seconded by Mrs. Aars and carried without dissent for adjournment of the public meeting to go into Executive Session to discuss potential contract negotiations.

XIII. ADJOURNMENT: The public meeting adjourned at 12:32 p.m.



Renee Penton-Jones, Vice Chair



Jim Ruble, Treasurer