

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

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PUBLIC MEETING MINUTES  
WEDNESDAY, MAY 25, 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 Wednesday, May 25, 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  
Milletta Desormeaux, Natrona County (*Joined meeting via conference call*)  
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: Shawn Johnson, City of Casper

Also Present: Brook Kreder, CEO  
Kathy Henion, COO  
Shawn Houck, Adbay.com  
Clayton Tanner, Oil City News  
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 Mrs. Penton-Jones and carried without dissent to approve the April 5, 2016 minutes as distributed.

Moved by Mr. Ruble, seconded by Mrs. Penton-Jones and carried without dissent to approve the May 5, 2016 minutes as distributed.

IV. TREASURER'S REPORT

Mr. Januska reviewed the financial reports ending April 30, 2016. Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to accept the financial reports ending March 31, 2016 and CACVB vouchers 03-6549 to and including 03-6573 for a total of \$304,611.75. Moved by Mrs. Aars, seconded by Ms. Peterson and carried without dissent to accept the financial reports ending April 30, 2016 and CACVB vouchers 04-6574 to and including 04-6615 for a total of \$167,200.09. (Exhibits 1 & 2)

Ms. Kreder reported lodging tax collections are approximately 20% below budget.

V. OLD BUSINESS

**GRANT REVIEW: *Central Wyoming Fairgrounds:*** Ms. Kreder reported the Central Wyoming Fairgrounds has requested early release of the approved 2015/2016 sponsorship. Moved by Ms. Peterson, seconded by Mr. Ruble and carried without dissent to approve early release of the 2015/2016 Central Wyoming Fairgrounds sponsorship funds. Mrs. Penton-Jones abstained. (Exhibit 3)

***Casper Area Chamber of Commerce:*** Ms. Kreder reported the Casper Area Chamber of Commerce requested early release of \$36,000 approved to offset 2016/2017 Casper Visitor Center expenses. Moved by Mr. Januska, seconded by Mrs. Penton-Jones and carried without dissent to approve early release of \$36,000 in funds approved to offset 2016/2017 Casper Visitor Center expenses. (Exhibit 4)

VI. NEW BUSINESS

**MARKETING UPDATE:** The Tourism report for April 2016 was reviewed. Mr. Houck reported the summer events campaign will feature 56 events. (Exhibit 5)

**FINANCIAL POLICIES:** Mr. Januska reviewed the proposed financial policies. Moved by Mr. Ruble, seconded by Mrs. Penton-Jones and carried without dissent to approve the *Procurement Policies and Procedures* as reviewed. (Exhibit 6)

**BUDGET REVIEW:** Ms. Kreder recognized Budget Review Committee members Millette Desormeaux and Jim Ruble. The preliminary 2016/2017 Budget was reviewed. Ms. Kreder reported preliminary budget numbers are being projected down approximately 27% from the previous budget. Thorough discussion followed. It was suggested the Treasurer's office be contacted regarding what amount of lodging tax collections are in arrears. It was the consensus of the Council that budgeting for a 10% reduction in 2016/2017 lodging tax collections from 2015/2016 actual lodging tax collections would be adequate and adjustments throughout the year can be made if necessary. (Exhibit 7)

**EMPLOYEE HANDBOOK COMMITTEE:** Appointed to the Employee Handbook Committee were Millette Desormeaux, Renee Penton-Jones and Reeda George.

**NOMINATING COMMITTEE:** Appointed to the Nominating Committee were Shawn Johnson, Erik Aune and Cindy Aars. Council members interested in officer positions should contact the Committee.

**COUNCIL MEMBER RECRUITMENT:** Council members' terms expiring June 30, 2016 are Glenn Januska, Renee Penton-Jones and Debbie Peterson. Mr. Januska reported he will not be able to accept reappointment to the Council.

**WLRA PAC FUNDRAISER:** Ms. Kreder reported the Wyoming Lodging and Restaurant Association (WLRA) will be hosting a PAC fundraiser June 7, 2016 from 5:30-7:00 p.m. at the FireRock Steakhouse in Casper. Council members expressing an interest in attending were Renee Penton-Jones, Millette Desormeaux, Jim Ruble and Reeda George. Other Council members interested in attending should contact Ms. Kreder. (Exhibit 8)

**ULTIMATE STEER WRESTLING SERIES SPONSORSHIP:** Ms. Kreder reported a banner sponsorship is \$750. The Council requested additional information.

**WYOMING STATE CUP BID OPPORTUNITY:** It was suggested the Wyoming State Cup event organizers contact the PHB Committee.

**CNFR TICKETS:** Information on CNFR tickets was distributed and Council members were asked to confirm dates they would like to attend. The Council will be recognized during the June 16<sup>th</sup> evening performance.

**VII. COMMUNICATIONS REPORTS**

Ms. Kreder reviewed The CEO report. The Certified Tourism Ambassador (CTA) program launch is scheduled October 6, 2016. Anna Wilcox has been hired as the Executive Director of the Wyoming Eclipse Festival. Ms. Wilcox is from Cedar Rapids, Iowa and will begin June 6. There were no questions regarding staff reports. (Exhibits 9, 10, 11 & 12)

*Community Liaison Reports:* Mr. Aune reported the water run off changing the river levels causes sediment to move in and out of Greyreef Reservoir, which is affecting fishing trips. Flood mitigation becomes the number one priority if flood levels are reached with the Army Corp of Engineers controlling this effort.

**COUNCIL COMMENTS** – There were none.

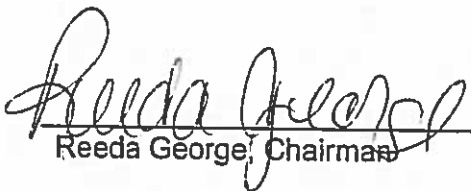
**VIII. PUBLIC COMMENTS** – Mr. Sweeney expressed his appreciation of Ms. Kreder's pro-active stance on the CACVB budget, the idea of revenue opportunities, the efforts of Ms. Kreder, Mrs. Matz and Mr. Giantonio on behalf of the PHB Committee and the Council's support of these efforts.

**IX. Upcoming Council Meeting Date:** The next Council meeting was scheduled Tuesday, June 28, 2016.

The meeting recessed at 1:10 p.m. and reconvened at 1:25 p.m.

**X. STRATEGIC PLANNING SESSION** – Ms. Kreder facilitated the session. (Exhibit 13)

**XI. ADJOURNMENT:** There being no further business, the meeting adjourned at 4:55 p.m.

  
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Reeda George, Chairman

  
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Glenn Januska, Treasurer