

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

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ANNUAL MEETING MINUTES  
TUESDAY, JULY 26, 2016 ~ 11:30 AM  
CASPER, WYOMING

**I. CALL TO ORDER**

Chairman George called the annual meeting of the Natrona County Travel & Tourism Council to order Tuesday, July 26, 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  
Shawn Johnson, City of Casper  
Millette Desormeaux, Natrona County  
Renee Penton-Jones, Natrona County  
Reeda George, Town of Bar Nunn  
Cindy Aars, Town of Edgerton  
Jim Ruble, Town of Evansville  
Erik Aune, Town of Mills

Absent: Debbie Peterson, Town of Midwest

Also Present: Brook Kreder, CEO  
Kathy Henion, COO  
Shawn Houck, Adbay.com  
Tammi Chappell, Hampton Inn  
Clayton Tanner, Oil City News  
Tim Monroe, Wyoming Business Report  
Anna Wilcox, Wyoming Eclipse Festival

**REPORT OF THE NOMINATING COMMITTEE:** Chr. George acknowledged and thanked Nominating Committee members Shawn Johnson and Cindy Aars for their efforts. Mrs. Aars presented the Committee's slate of officer candidates: Chairman - Reeda George, Vice Chairman - Renee Penton-Jones, Secretary - Millette Desormeaux and Treasurer – Jim Ruble.

**ELECTION OF OFFICERS:** Chr. George offered the Nominating Committee's slate of candidates and asked if there were further nominations for officers; there were none. Moved by Mr. Johnson, seconded by Mr. Hawley and carried without dissent to accept the Nominating Committee's slate of candidates and elect Reeda George, Chair; Renee Penton-Jones, Vice Chair; Millette Desormeaux, Secretary and Jim Ruble, Treasurer.

**SIGNATURE RESOLUTION:** There was discussion of authorized signatures on the checking accounts. Currently two signatures are required on checking accounts and authorized signatories are Council officers and the CACVB CEO. Moved by Mrs. Penton-Jones, seconded by Mr. Johnson and carried without dissent to require two signatures and to authorize current officers and the CEO as signatories on checking accounts. (Exhibit 1)

**DEPOSITORY RESOLUTION:** There was discussion of fund depositories. Moved by Mrs. George, seconded by Mrs. Penton-Jones and carried without dissent to approve Bank of the West, Hilltop National Bank and Wyoming Government Investment Fund as depositories of Natrona County Travel and Tourism Council funds. (Exhibit 2)

**2016/2017 DRAFT BUDGET:** The Natrona County Travel & Tourism Council, a Joint Powers Board, was formed to provide for the promotion of travel and tourism within Natrona County and to administer for that purpose, the expenditure and distribution of lodging tax revenues. The proposed budget is based on the best financial information available at this time. The 2016/2017 proposed budget is based on anticipated funds available in the amount of \$1,649,550; projects new revenues of \$1,650,150 from four percent (4%) tax on overnight accommodations (lodging tax). The balance of revenue is \$600 from interest on funds. Expenditures totaling \$1,650,150 are focused on accomplishing the goal of generating more overnight stays. The Notice of Public Hearing and the proposed 2016/2017 budget were reviewed. Chr. George asked if there were any public or Council comments; there were none. (Exhibit 3)

Moved by Mr. Ruble, seconded by Mrs. Aars and carried without dissent to approve the 2016/2017 budget as presented. (Exhibit 4)

- III. Moved by Ms. Desormeaux, seconded by Mrs. Penton-Jones and carried without dissent to approve the June 28, 2016 minutes as presented.

IV. **TREASURER'S REPORT**

Mrs. Penton-Jones reviewed the financial reports ending June 30, 2016. Moved by Mr. Johnson, seconded by Mrs. Aars and carried without dissent to accept the financial reports ending June 30, 2016 and CACVB vouchers 06-6653 to and including 06-6709 totaling \$302,069.68. (Exhibit 5)

V. **OLD BUSINESS**

**BOD CONFLICT OF INTEREST FORM:** Chr. George asked Council members if there were any questions or comments regarding the Board of Directors Annual Statement Concerning Possible Conflict of Interest form distributed earlier; there were none. Council members were asked to sign and return the form by Monday, August 1. (Exhibit 6)

**EMPLOYMENT GUIDEBOOK:** Ms. Kreder reported the proposed policy, *Carrying a Weapon in the Workplace* was originally missing from the Employment Guidebook approved June 28, 2016. The revision to the *Holidays* policy addresses pre-approved holidays falling on the weekend. Moved by Ms. Desormeaux, seconded by Mr. Johnson and carried without dissent to approve the Employment Guidebook policy – *Carrying a Weapon in the Workplace* and revisions to the *Holidays* policy as presented. (Exhibits 7 & 8)

VI. **NEW BUSINESS**

**WYOMING ECLIPSE FESTIVAL UPDATE:** Ms. Kreder introduced Anna Wilcox, Executive Director of the Wyoming Eclipse Festival. Ms. Wilcox reported since coming on board June 6<sup>th</sup>, she has been familiarizing herself with the eclipse and efforts to date. She is identifying public and private viewing locations and sponsorship packages. A kick-off celebration is scheduled August 21, 2016 at Crossroads Park from 11:00 am until 2:00 p.m. and includes starting the one-year countdown clock at 11:42 a.m. Ms.

Wilcox is organizing a symposium featuring experts who have dealt with preparation and follow-up of previous eclipse events at Queensland, Australia and the Faroe Islands. Symposium speakers will address issues to be aware of and will be directing their presentations toward business owners and City officials. Ms. Wilcox is developing a communication/education package. The next total solar eclipse visible in the United States will be in 2024. Available housing is listed on the eclipse website, [eclipsecasper.com](http://eclipsecasper.com). Individuals wanting to rent housing are being directed to professional organizations such as Airbnb and VRB on lodging tax collections. Ms. Kreder reported the Wyoming Department of Revenue is also working with Airbnb. Council members were asked to put the Countdown Kick-off Celebration on their calendars; invitations will go out August 1.

**MARKETING UPDATE:** The June 2016 tourism report was reviewed. Mr. Houck reported the Yellowstone Route Campaign was launched July 13 and will run through September 2. The campaign budget is \$20,000 with a highly targeted market. The campaign features a Yellowstone Park Pass wherein participating hotels are offering reimbursement of the \$30 park entrance fee. Mr. Houck reported Snapchat offers two Casper geo filters and both are visitor related. (Exhibit 9)

**WLRA FALL SUMMIT:** Council members interested in attending the WLRA Fall Summit September 21-22 in Jackson should contact Ms. Henion by August 6. (Exhibit 10)

**WYOMING STATE GAMES:** Current owners of the Wyoming State Games (formerly the Cowboy State Games) asked Ms. Kreder if the CACVB would be interested in organizing future Wyoming State Games. Mrs. Penton-Jones reported state politics and internal challenges were earlier issues. Mr. Johnson feels the games are beneficial to the community and would like to see them continue. Ms. Kreder reported Mr. Giantonio would be doing the majority of the work. It was the consensus of the Council the CACVB office move forward in discussions with Wyoming State Games owners regarding CACVB organizing the games in Casper.

**VISITOR CENTER UPDATE:** Ms. Kreder reported a Memorandum of Understanding (MOU) was received from the Casper Area Chamber of Commerce. The MOU states the CACOC will not operate the Casper Visitor Center after March 2017. Visitor Guide/Visitor Center Committee members Jim Ruble, Erik Aune and Reeda George will meet in August to begin discussing future Casper Visitor Center options.

**LEGISLATIVE UPDATE:** Ms. Kreder presented a summary of current legislative office candidates. A legislative event will be scheduled mid-September at the Tate Pumphouse to educate legislators and legislative candidates on tourism, the Wyoming Eclipse Festival and the impact of tourism. Talking points will be available and distributed to Council members. (Exhibit 11)

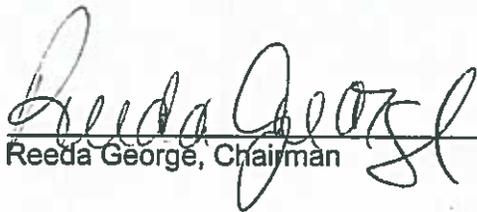
## VII. COMMUNICATIONS REPORTS

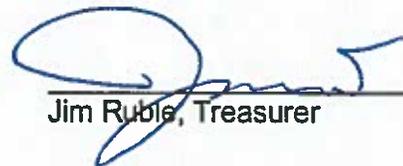
**Staff Reports:** Ms. Kreder reported the Destination Marketing Association West (DMA West) CEO Summit was a peer to peer conference. Alternative sources of income was a primary take away. Ms. Kreder would like to meet with the Wyoming Department of Revenue to discuss the process involved in lodging tax collections and disbursement. Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 12, 13, 14 & 15)

**Community Liaison Reports:** Mr. Johnson reported six applicants for the available downtown liquor license will be making presentations at the Casper City Council work

session this afternoon. Mr. Aune reported fishing is currently slow; however, his lodge is still booking rooms and boats are out. The slowdown may be due to a lack of "buzz", hooking 30 fish per day as opposed to 50. Mr. Aune stated, "Although fishing is slow, a tough day here is better than a good day in a lot of other locations". Mr. Hawley reported demolition of buildings at the David Street Station site will begin at 1:00 p.m. today. Council members were invited to attend the ceremony.

- VIII. **COUNCIL COMMENTS** – Mr. Aune reported the Central Wyoming Trails Alliance is correcting some Bridle Trail issues. The McMurry Trails near the Biathlon Center are being incorporated into the Natrona County Trails System and additional plans are underway to improve signage.
- IX. **PUBLIC COMMENTS** – Mr. Tanner asked if celebrity Luke Bryant will be returning to Casper. Nobody was aware of him returning to Casper at this time.
- X. **Upcoming Meeting Date:** The next Council meeting was scheduled Tuesday, August 16, 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 adjourned at 12:30 p.m.

  
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Reeda George, Chairman

  
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Jim Ruble, Treasurer