

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

---

PUBLIC MEETING MINUTES  
TUESDAY, SEPTEMBER 27, 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, September 27, 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  
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: Renee Penton-Jones, Natrona County (Excused)  
Vacant, Natrona County

Also Present: Brook Kreder, CEO  
Kathy Henion, COO  
Shawn Houck, Adbay.com  
Tammi Chappell, Hampton Inn  
Tim Monroe, Wyoming Business Report

**III. Moved by Mr. Ruble, seconded by Ms. Peterson and carried without dissent to approve the August 16, 2016 minutes as presented.**

**IV. TREASURER'S REPORT**

Mr. Ruble reviewed the financial reports ending August 31, 2016. Ms. Kreder reported the August 31, 2016 WGIF account balance was \$373,109.57 and is listed on the Statement of Assets, Liability and Equity. Moved by Mrs. Aars, seconded by Mr. Hawley and carried without dissent to accept the vouchers and financial reports ending July 31, 2016. Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to accept the vouchers and financial reports ending August 31, 2016. (Exhibits 1 & 2)

**V. OLD BUSINESS**

**MARKETING UPDATE:** The August 2016 tourism report was reviewed. Ms. Kreder reported most event attendance this summer was down, exceptions were the annual Platte River Brewfest and a few of the outdoor bike races. Mr. Hawley inquired if it was possible to determine where event attendees come from. Ms. Kreder will check with the City of Casper. (Exhibit 3)

**LEGISLATIVE UPDATE:** The Legislative Summit is tomorrow from 4 to 7 p.m. at the Tate Pumphouse with presentations beginning at 5:15 p.m. Five incumbent legislators and five candidates have sent RSVPs. Ms. Kreder will send Council members the RSVP list. WAGAN CEO/President Chris Brown will be attending. Summit presentations will provide information on the impact of tourism in Natrona County. Wyoming Eclipse Director Anna Wilcox will give an update on the Eclipse Festival and Erik Aune will take those interested in fly fishing on the river.

**VISITOR GUIDE:** A major revision of the 2017 Visitor Guide is underway and will include a more resource driven directory. Guides will be ready for the Council to review in November and available for distribution in January.

**NATRONA COUNTY TOURISM SUMMIT:** The Summit is being planned for early November. The CACVB is waiting on a date confirmation from the Wyoming Office of Tourism to participate with their China ready workshop.

**SPONSORSHIP/GRANT COMMITTEE:** Ms. Kreder invited interested Council members to join Committee members Reeda George, Renee Penton-Jones and Jim Ruble October 5 to review the sponsorship/grant process.

## VI. NEW BUSINESS

**APPOINT SECRETARY:** Chr. George asked if any Council members were interested in being appointed Secretary keeping in mind the necessity of availability due to voucher/check approval and signing. Chr. George appointed Kevin Hawley Secretary.

**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 Ms. Peterson, seconded by Mr. Johnson and carried without dissent to require two signatures and to authorize current officers, Reeda George, Renee Penton-Jones, Jim Ruble and Kevin Hawley and CEO Brook Kreder as signatories on checking accounts. (Exhibit 4)

**GRANT REVIEW:** There was discussion of the Special Olympics Wyoming grant application as the event will occur prior to the scheduled grant review in October. Moved by Mrs. Aars, seconded by Mr. Hawley and carried without dissent to approve a \$2200 grant to Special Olympics Wyoming to assist in offsetting expenses of the Fall Tournament, October 5-8, 2016 and to suggest deadlines be adhered to for consideration of future grant applications. (Exhibit 5)

**MARKET FORECAST REVIEW:** Ms. Kreder reported the Smith Travel Research (STR) 18-month forecast for Natrona County was purchased. Mr. Hawley inquired as to the accuracy of STR reports and forecasting. Ms. Kreder will investigate. (Exhibit 6)

**CTA FIELD TEST AND LAUNCH:** The Certified Tourism Ambassador (CTA) field test and launch of the program is October 4. Thirty people have registered for the training.

**BOARD POSITION DESCRIPTION:** There was discussion of the proposed Board Position Description, required for DMAP certification through DMAI. Moved by Mr. Ruble, seconded by Ms. Peterson and carried without dissent to approve the Board Position Description as presented. (Exhibit 7)

**RELATIONSHIP POLICY FOR EMPLOYEE GUIDEBOOK:** There was discussion of the addition of a personal relationship policy to the Employee Guidebook. Council recommended the proposed policy be reviewed by legal counsel and it was suggested a nepotism policy be considered.

**BUREAU CAPITALIZATION POLICY:** Ms. Kreder reported the IRS capitalization allowance has been increased to \$2500. Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to increase the Natrona County Travel & Tourism Council's capitalization policy from \$500 to \$2500. (Exhibit 8)

**WORLD EVENTS 3X3 BASKETBALL TOURNAMENT:** Organizers of the event requested a three-year agreement. The CACVB suggested a two-year contract. An annual amount of \$12,150 is due in two payments, January and following the event. The CACVB receives \$30 from each team registration fee of \$140. It was the consensus of the Council to move forward with a two-year agreement.

**"SUCCESS ON THE CENTER LINE" SYMPOSIUM:** The Wyoming Eclipse Festival "Success on the Center Line" Symposium is October 11, 2016 from 8 a.m. to 2 p.m. at The Lyric. The CACVB has sponsored a table at the event; contact Ms. Kreder if interested in attending. A press release on the Symposium was distributed to media in Casper and across the State. The Symposium was also featured in the Casper Area Chamber of Commerce and WTIC online newsletters. (Exhibit 9)

## VII. COMMUNICATIONS REPORTS


*Staff Reports:* Mr. Kreder reported Natrona County Commissioners will be accepting applications for the open Natrona County Travel & Tourism Council position through November, conduct interviews and appoint a representative in December. Ms. Kreder reported the CACVB has been approached to resurrect the Natrona County Film Commission; Council would like to receive more information. The WOT website views are up 30%, inquiries are up 12%, fulfillment is up 18.6% and new visitors are up 76%. The auditors were in the office September 12-16. Mr. Johnson will assist Ms. Kreder in preparing an emergency operations plan for DMAP certification. Ms. Kreder reported the CACVB office is taking over the Wyoming State Games. Ten games are locked in for the January games. Mr. Giantonio is currently at the National Congress of State Games symposium. Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 10, 11 & 12)

*Community Liaison Reports:* Mr. Hawley announced bid documents for the David Street Station are available to contractors.

## VIII. COUNCIL COMMENTS – Mr. Johnson reported the Events Center Management Agreement with Spectra is being voted on at a Special City Council meeting this evening. There was discussion of Council member attendance. It was suggested Council meeting dates be firmed up. It was the consensus of the Council that if a Council member submits notification of an upcoming absence it will be considered an excused absence. It was moved by Mr. Johnson, seconded by Mr. Aune and carried without dissent to include the criteria of an excused absence in the Board Position Description. (Exhibit 13)

- IX. **PUBLIC COMMENTS** – Mr. Monroe reported the Casper/Natrona County International Airport (C/NCIA) has received a lot of inquiries as to where to park for the Wyoming Eclipse Festival. C/NCIA hired a consultant to complete a catchment study to determine travelers' origins. The study should be done in two weeks. The Greiner General Motors dealership has been sold. Mr. Houck reported Adbay.com has been approved to receive a Google street view camera. The camera is mounted on a helmet and they are planning to map the trails around Casper.
- X. **Upcoming Meeting Date:** The next Council meeting was scheduled Tuesday, October 25, 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 1:10 p.m.

  
Reeda George, Chair

  
Jim Ruble, Treasurer