

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, JANUARY 24, 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 Tuesday, January 24, 2017 at 11:34 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
Anna Rosburg, Natrona County
Jim Ruble, Town of Evansville
Erik Aune, Town of Mills

Absent: Reeda George, Town of Bar Nunn (*Excused*)
Cindy Aars, Town of Edgerton (*Excused*)
Debbie Peterson, Town of Midwest (*Excused*)

Also Present: Brook Kreder, CEO
Kathy Henion, COO
Shawn Houck, Adbay.com
LeAnn Miller*, Mainstay Suites
Karin East, Ramkota / PHB Chr.
**Joined the meeting in progress*

III. Moved by Mr. Ruble, seconded by Mr. Hawley and carried without dissent to approve the January 24, 2017 Agenda as presented. (Exhibit 1)

IV. Moved by Mr. Ruble, seconded by Mr. Hawley and carried without dissent to approve the December 13, 2016 minutes as presented.

V. TREASURER'S REPORT

Financial reports ending November 30, 2016 and December 31, 2016 were reviewed. Ms. Kreder reported lodging tax delinquencies are made public when 150 days in arrears. Vice Chair Penton-Jones suggested legislation regarding lodging facilities in arrears be addressed. Moved by Mr. Johnson, seconded by Mrs. Penton-Jones and carried without dissent to accept financial reports ending November 30, 2016 and November vouchers 11-6840 to and including 11-6871 totaling \$102,876.13. (Exhibit 2) Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to accept financial reports ending December 31, 2016 and December vouchers 12-6872 to and including 12-6902 totaling \$115,789.85. (Exhibit 3)

VI. OLD BUSINESS

PROUD TO HOST THE BEST (PHB): Karin East, PHB Committee Chair reported interested parties formed the PHB Committee in about 2000. The Wyoming High School Activities Association (WHSAA) Board of Directors felt the games were taken for granted and the business generated wasn't appreciated while other communities exhibited interest in hosting the games; such as Laramie hosting the 4A basketball tournament and track. The first four-year bid submitted to the WHSAA included volleyball, wrestling, 1A/2A basketball, 3A/4A basketball and track with the City of Casper donating the use of facilities and paid WHSAA a signing bonus of \$30,000 and 100% of the gate fee proceeds. PHB Committee members went to the community and received sponsorships of \$30,000 to \$35,000 from the Natrona County Travel & Tourism Council (Joint Powers Board), Economic Development Joint Powers Board, McMurry Foundation, hotel sponsorships up to \$2000 and in-kind donations. Casper College has an opportunity/possibility to host the 2017 Region 9 tournament, which would be held the same time as the WHSAA 4A basketball tournament. The WHSAA 4A basketball tournament could be held at the Kelly Walsh High School (KWHS) gym, but KWHS would have home court advantage if they were to qualify for the tournament. The PHB Committee is submitting the 2019-2022 bid this week and giving a presentation at the WHSAA office February 7 at 10 a.m. Adbay is creating a video in conjunction with the bid presentation. Ms. East reported attendance was down when the tournament was held in Laramie. Moved by Mr. Hawley, seconded by Mrs. Rosburg and carried without dissent to commit to a PHB sponsorship for the next four years at \$30,000 per year. Ms. East reported the Economic Development JPB has committed to \$30,000 per year over the four-year bid. Mr. Aune asked what the economic impact has been to Casper from these tournaments. PHB Committee decided to include KWHS as a potential back-up location into the Memorandum of Understanding (MOU), which is between the City of Casper, Natrona County School District #1, Casper College, Natrona County Travel & Tourism Council and Spectra (Casper Events Center).

MARKETING UPDATE: The December 2016 tourism report was reviewed. Mr. Houck reported the Cowboy State Games (CSG) website will be able to quantify registrants. Mr. Giantonio reported he has not received any comments regarding the length of the CSG registration form. Mr. Houck reported Adbay has been working on staff business cards, CTA newsletter and the CACVB website. (Exhibit 4)

VISITORS CENTER UPDATE & TIME LINE: Ms. Kreder met with Gilda Lara, Executive Director of the Casper Area Chamber of Commerce (CACOC). The CACOC will remove the Visitor's Center sign from their building. They will not be removing any visitor information as they will be assisting any visitors stopping at the Chamber. Ms. Kreder reported March 1, 2017 is the official move date of the Visitor's Center to the National Historic Trails Interpretive Center. Over 60 applications were received for the full-time Visitor Center position. Estimates on information racks, etc. are being compiled and will be completed before the move.

CERTIFIED TOURISM AMBASSADOR (CTA) UPDATE: Following the upcoming CTA training, February 7 from 8:00 a.m. – 12:30 p.m., 110 people will have completed the certification.

MEETINGS & CONVENTIONS: Ms. Kreder shared a summary of the report written by Digital Edge. Included were the destination's strengths, weaknesses, opportunities and threats. Key weaknesses that the CVB can influence are transportation, internet, number of tour operators and potentially airlift. Council members willing to participate in a committee to find solutions are Renee Penton-Jones, Jim Ruble, Kevin Hawley and Shawn Johnson. Ms. Kreder will ask Debbie Peterson and Cindy Aars if they are interested in being on a committee. (Exhibit 5)

WYOMING GOVERNOR'S HOSPITALITY & TOURISM CONFERENCE: The Conference is January 29-31, 2017 at Little America in Cheyenne. Council members attending the meeting are Mr. Hawley, Mrs. Penton-Jones, Mr. Ruble and Ms. Peterson.

VII. NEW BUSINESS

COLLEGE NATIONAL FINALS RODEO (CNFR) CONTRACT: There was discussion of a two-year funding agreement with the CNFR. Moved by Mr. Ruble, seconded by Mr. Johnson and carried without dissent to approve a contract with the CNFR to provide funding of \$30,000 per year for the next two years contingent upon the CNFR meeting grant guidelines.

NATIONAL TOURISM WEEK COMMITTEE: Ms. Kreder reported a series of events will be held May 7-9 in conjunction with National Tourism Week. Council members interested in participating in a National Tourism Week Committee are Anna Rosburg, Jim Ruble, Erik Aune and Shawn Johnson. Ms. Kreder will contact Cindy Aars, Debbie Peterson, Reeda George about participating.

REVIEW UPDATED GRANT/SPONSORSHIP GUIDELINES: Proposed revisions to the grant/sponsorship guidelines were reviewed. Mr. Aune suggested the potential of events be considered in grant applications. It was the consensus of the Council to proceed with the revised grant forms with the knowledge the forms may change. (Exhibit 6)

BUDGET REALLOCATION: Ms. Kreder recommended reallocating \$50,000 from staff expense to meetings marketing. Moved by Mr. Johnson, seconded by Mrs. Rosburg and carried without dissent to reallocate budgeted funds of \$50,000 from staff expense to meetings marketing.

LODGING TAX UPDATE: Ms. Kreder reported payments of lodging taxes from hotels in arrears were received in November; however, 100% of lodging tax payments were not received in December.

ECLIPSE STREET TEAMS: Street teams have been organized to raise awareness for Eclipse planning and business opportunities. The teams will visit local businesses Thursday, January 26 from 9:30 a.m. to noon at the Hilton Garden Inn. There is no fee to attend.

CHINA READY WORKSHOP: The Wyoming Office of Tourism has scheduled a workshop to help businesses better understand working with Chinese visitors. The workshop is March 7 from 8 a.m. to noon.

LEGISLATIVE UPDATE: Ms. Kreder reported two proposed bills affecting lodging tax collections did not pass out of the Revenue Committee. The Council's strategic planning session will take place in May.

VIII. COMMUNICATIONS REPORTS

Staff Reports: Ms. Kreder asked if there were questions regarding staff reports; there were none. (Exhibits 7, 8 & 9)

Community Liaison Reports: There were none.

IX. COUNCIL COMMENTS – Mr. Johnson reported the City Council will be reviewing the smoking ban. The M.O.U. with the Parkway Plaza regarding the proposed conference center has expired. City sales tax collections have been decreasing and budget discussions will begin in March.

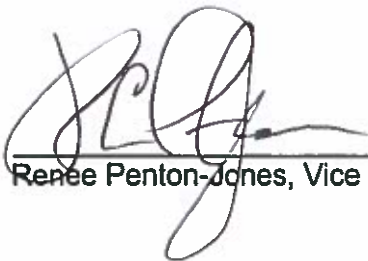
X. PUBLIC COMMENTS – There were none.

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

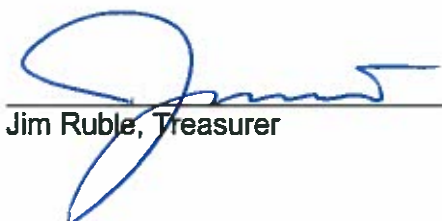
XII. EXECUTIVE SESSION: Moved by Mr. Ruble, seconded by Mrs. Penton-Jones and carried without dissent to go into Executive Session to discuss personnel and contract issues.

The public meeting recessed at 12:55 p.m. and was reconvened at 1:20 p.m.

XIII. ADJOURNMENT: Moved by Mr. Johnson, seconded by Mrs. Rosburg and carried without dissent the meeting be adjourned at 1:22 p.m.



Renee Penton-Jones, Vice Chair



Jim Ruble, Treasurer