

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

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PUBLIC MEETING MINUTES  
TUESDAY, MARCH 28, 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, March 28, 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  
Cindy Aars, Town of Edgerton  
Debbie Peterson, Town of Midwest  
Erik Aune\*, Town of Mills

Absent: Reeda George, Town of Bar Nunn (*Excused*)  
Jim Ruble, Town of Evansville (*Excused*)

Also Present: Brook Kreder, CEO  
Kathy Henion, COO  
Nikki Green, Adbay.com  
Jennifer Sorenson, Atlantic Aviation  
Lynn Johnson, 1<sup>st</sup> Interstate Inn  
Tammi Chappell, Hampton Inn  
Anna Sanders, Marin Management  
Forrest Chadwick, Natrona County Commissioners  
*\*Joined the meeting in progress*

III. Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to approve the March 28, 2017 Agenda as presented. (Exhibit 1)

IV. Moved by Mrs. Aars, seconded by Mr. Johnson and carried without dissent to approve the March 1, 2017 minutes as presented.

V. TREASURER'S REPORT

Ms. Kreder reviewed financial reports and vouchers ending February 28, 2017. Moved by Mr. Hawley, seconded by Mrs. Aars and carried without dissent to accept financial reports ending February 28, 2017 and vouchers 02-6949 to and including 02-6987 totaling \$91,281.04. (Exhibit 2)

## VI. OLD BUSINESS

**MARKETING UPDATE:** Nikki Green with Adbay.com reviewed the March 2017 tourism report. The Welcome Center billboard is up on I-25 North. The fishing campaign is up and running. Adbay has completed the CTA Newsletter, name badges and business cards. Adbay.com has been working with Travel Stories, which is a 50/50 co-op with the Wyoming Office of Tourism (WOT). If the app is downloaded on a mobile device, when a featured location or "stop" is passed, information on the location will be available. The app will have information on up to 10 stops in Natrona County. CACVB website visitor views are up 4%, page views are down 9.2%. There is a 1.8% increase in Casper Compass subscribers and the open rate has decreased .7%. The fish campaign features 30-second television spots and will run March 20 through May 14 in the front range. (Exhibit 3)

**WELCOME CENTER UPDATE:** Ms. Kreder reported the transition of the Welcome Center to the National Historic Trails Interpretive Center has been positive. The new location provides opportunities to capture visitor information to use in future profiling efforts.

**STRATEGIC PLANNING DATE/TIMELINE:** Ms. Kreder reported a survey has been sent and market information will be sent out. The Council Strategic Planning will be held during the April 25 public meeting with the discussion to begin following the regular business of the Council. The public meeting will be held at the Airport from 11:30 a.m. to 5 p.m.

### **GRANTS/SPONSORSHIPS:**

**WYOMING COACHES ASSOCIATION (WCA):** Ms. Kreder reported the WCA project report for the WCA Clinic and All-Star Week, July 16-23, 2016 has been received. Moved by Ms. Peterson, seconded by Mrs. Rosburg and carried without dissent to approve disbursement of the approved \$4000 grant to the Wyoming Coaches Association for the WCA Clinic and All-Star Week, July 16-23, 2016. Mrs. Penton-Jones thanked fellow Grant Review Committee members Reeda George and Jim Ruble and presented the Committee's recommendations. (Exhibit 4)

*Casper Museum Consortium – CTA training of museum staff & volunteers:* Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to deny grant funds and approve in-kind support for CTA class fees for up to 90 museum employee/volunteers prior to the August 2017 eclipse. (Exhibit 5)

*Casper Recreational Leagues Association – 27<sup>th</sup> Casper Youth Basketball Tournament:* Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to approve a \$3500 grant to the Casper Recreational Leagues Association for the 27<sup>th</sup> Casper Youth Basketball Tournament, March 17-19, 2017. (Exhibit 6)

*Casper Soccer Club – Casper Fall Classic:* Moved by Ms. Peterson, seconded by Mrs. Rosburg and carried without dissent to approve a \$2500 grant to the Casper Soccer Club for the Casper Fall Classic, September 16-17, 2017. (Exhibit 6)

*Casper Soccer Club – Casper Spring Jam:* Moved by Mrs. Rosburg seconded by Mrs. Aars and carried without dissent to approve a \$2000 grant to the Casper Soccer Club for the Casper Spring Jam, April 8-9, 2017. (Exhibit 7)

Central Wyoming Fair & PRCA Rodeo – Central Wyoming Fair & Rodeo: Moved by Mrs. Rosburg, seconded by Ms. Peterson and carried without dissent to approve a \$15,000 grant to the Central Wyoming Fair & PRCA Rodeo for the Central Wyoming Fair & Rodeo, July 7-15, 2017. Mrs. Penton-Jones recused herself. (Exhibit 8)

Downtown Casper Business Association – New Website: Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to deny grant funds to the Downtown Casper Business Association for their new website. Mr. Hawley recused himself. (Exhibit 9)

Garden Creek Volleyball Club – Super Regionals: Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to approve a \$3500 grant to the Garden Creek Volleyball Club for the Super Regionals contingent upon rescheduling the May 20-21, 2017 date so it does not conflict with Wyoming State Track. Ms. Peterson recused herself. (Exhibit 10)

Irish Dance Assn of Central Wyoming – Cowboy State Feis: Moved by Ms. Peterson, seconded by Mr. Johnson and carried without dissent to deny grant funds to the Irish Dance Assn of Central Wyo. for the Cowboy State Feis, April 29-30, 2017 (Exhibit 11)

National Historic Trails Center Foundation (NHTCF) – Ghost Town Gumbo Cookoff: Moved by Mrs. Rosburg, seconded by Mr. Johnson and carried without dissent to deny grant funds to the National Historic Trails Center Foundation for the Ghost Town Gumbo Cookoff, June 3, 2017. The CACVB office is to contact the NHTCF to discuss better ways to support the event. (Exhibit 12)

NCSD #1 FIRST LEGO League Robotics Program – FIRST LEGO League Wyoming State Championship Robotics Tournament and FIRST LEGO League Junior Exposition and the NCSD #1 FIRST Tech Challenge Robotics Program – FIRST Tech Challenge Wyoming State Championship Robotics Tournament: Moved by Mr. Johnson, seconded by Ms. Peterson and carried without dissent to deny the grant applications of the NCSD #1 FIRST LEGO Programs for the Wyoming State Championship (4<sup>th</sup> - 8<sup>th</sup> grades) and the Junior Exposition (K-3<sup>rd</sup> grades) on December 2-3, 2016 and the Tech Challenge Wyoming State Championship (7<sup>th</sup>-12<sup>th</sup> grades) on February 18, 2017 as the events have already occurred. (Exhibits 13 & 14)

The Nicolaysen Art Museum & Discovery Center – NIC Fest: Moved by Ms. Peterson, seconded by Mr. Johnson and carried without dissent to approve a \$1500 grant to the Nicolaysen Art Museum & Discovery Center for NIC Fest, June 9-11, 2017. (Exhibit 15)

Platte River Trails Trust – Food Truck Friday: Moved by Mrs. Peterson, seconded by Mr. Hawley and carried without dissent to deny grant funds to the Platte River Trails Trust for Food Truck Friday in 2017. The CACVB office is to contact the Platte River Trails Trust to discuss better ways to support the events. (Exhibit 16)

Special Olympics Wyoming – 2017 Summer Sports Classic: Moved by Ms. Peterson, seconded by Mr. Hawley and carried without dissent to deny grant funds to Special Olympics Wyoming for the 2017 Summer Sports Classic, Aug. 4-5, 2017. (Exhibit 17)

Special Olympics Wyoming – 2017 Special Olympics Wyoming Fall Tournament: Moved by Mr. Hawley, seconded by Mrs. Aars and carried without dissent to approve a \$2200 grant to Special Olympics Wyoming for the 2017 Special Olympics Wyoming Fall Tournament, October 4-6, 2017. (Exhibit 18)

Tribute to the Great American Cowboy – PRCA Rodeo, Working Dog Trial & Concert: Moved by Mr. Johnson, seconded by Ms. Peterson and carried without dissent to approve an \$800 grant to A Tribute to the Great American Cowboy for the PRCA Rodeo, Working Dog Trial & Concert, November 3-4, 2017. (Exhibit 19)

Troopers Drum & Bugle Corps – Troopers Homecoming Week: Moved by Mr. Hawley, seconded by Mrs. Rosburg and carried without dissent to deny grant funds to the Troopers Drum & Bugle Corps for the Troopers Homecoming Week, July 11-14, 2017. (Exhibit 20)

Wyoming Amateur Wrestling Association (WAWA) – Kids/Cadets/Womens Folkstyle, Freestyle and Greco-Roman State Championships: Moved by Ms. Peterson, seconded by Mrs. Aars and carried without dissent to approve a \$15,000 grant to the Wyoming Amateur Wrestling Association for the Kids/Cadets/Womens Folkstyle, Freestyle and Greco-Roman State Championships, April 6-9, 2017. (Exhibit 21)

Wyoming Coaches Foundation – All-Star Week & Coach's Clinic: Moved by Ms. Peterson, seconded by Mr. Johnson and carried without dissent to approve a \$2500 grant to the Wyoming Coaches Foundation for the All-Star Week & Coach's Clinic, July 15-22, 2017. (Exhibit 22)

Wyoming Shrine Bowl, Inc. – Wyoming Shrine Bowl: Moved by Mr. Hawley, seconded by Ms. Peterson and carried without dissent to approve a \$1500 grant to Wyoming Shrine Bowl, Inc. for the Wyoming Shrine Bowl, June 3-10, 2017. (Exhibit 23)

## VII. NEW BUSINESS

**BUDGET UPDATE/PLANNING:** Budget Committee Members are Kevin Hawley, Anna Rosburg, Renee Penton-Jones and Jim Ruble.

## VIII. COMMUNICATIONS REPORTS

**Staff Reports:** Ms. Kreder reported she will submit a letter of request to the City of Casper for Welcome Center funding of \$34,500. There were no questions regarding staff reports. (Exhibits 6, 7 & 8)

**Community Liaison Reports:** Mrs. Penton-Jones reported the WOT is working to present alternative funding models to legislators. The goal is to try to remove tourism from the general fund. The initial draft is due in May. Interim Committees are scheduled to meet in September. Ms. Kreder reported there was a lot of discussion around lodging tax in the legislature this year. Commissioner Chadwick reported revenue projections for FY 2017 are pretty much spot on. The County has done a good job holding costs and they don't foresee cutting anything. Mr. Chadwick reported they have not received the mineral ad valorem number from the State yet. The

County hiring freeze is still in effect; however, there will not be a reduction in staff other than attrition. The County is projecting a flat year in 2018. Mr. Chadwick reported Payments in Lieu of Taxes (PILT) funds may not be received until next fiscal year. PILT funds distributed in Wyoming equal \$3.4 million due to 49% of federal lands within Wyoming. SRS funding has been removed from PILT funds. The SRS program expired in September 2015 and has not been reauthorized for FY 2016 or beyond. Forest counties received their last authorized SRS payments (FY 2015) in calendar year 2016. Natrona County received \$1700 in SRS funds.

- IX. **COUNCIL COMMENTS** – Mr. Johnson reported the City Council work session was cancelled.
- X. **PUBLIC COMMENTS** – Ms. Sorenson reported their spending estimates are up a little.
- XI. **Upcoming Meeting Date:** The next Council meeting is Tuesday, April 25, 2017 and will convene at 11:30 a.m.
- XII. **ADJOURNMENT:** The public meeting adjourned at 12:42 p.m.

  
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Renee Penton-Jones, Vice Chair

  
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Kevin Hawley, Secretary