

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, NOVEMBER 28, 2017 ~ 11:30 AM
CASPER, WYOMING

I. CALL TO ORDER

Chair Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, November 28, 2017 at 11:34 a.m. at the Casper Area Convention and Visitors Bureau. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Kevin Hawley, City of Casper
Renee Penton-Jones, Natrona County
Shawn Johnson, City of Casper
Jim Ruble, Town of Evansville
Erik Aune*, Town of Mills
Brad Murphy, Town of Bar Nunn

Absent: Cindy Aars, Town of Edgerton (excused)
Debbie Peterson, Town of Midwest

Also Present: Brook Kaufman, CEO
Shawn Houck, Adbay.com
Mikki Milosevic, Executive Assistant

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

IV. Moved by Mr. Ruble, seconded by Mr. Hawley and carried without dissent to approve the September 26, 2017 minutes as presented.

V. TREASURER'S REPORT

Treasurer Jim Ruble reviewed financial reports and checks ending September 30, 2017. Moved by Mr. Johnson, seconded by Mr. Hawley and carried without dissent to accept financial reports ending September 30, 2017 including CACVB checks 13719-13723, 13729-13730; 15332-15345 and CSA checks 6135,6136. (Exhibit 2)

Treasurer Jim Ruble reviewed financial reports and checks ending October 31, 2017. Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to accept financial reports ending October 31, 2017 including CACVB checks 13735, 13736, 13742-13746, 15347-15384 and CSA checks 6137, 6138. (Exhibit 3)

VI. OLD BUSINESS

MARKETING UPDATE: Shawn Houck with Adbay.com shared they have been busy with new CACVB staff, getting materials organized and strategic work on the fishing campaign which will launch in January. Web site traffic is down significantly in October

because advertising spend is down. Adbay is working on the 2018 visitor guide -- the format will be smaller and will include ads. Ms. Kaufman shared that the CACVB printed 60K visitor guides in 2017 and ordered 10,000 more due to the eclipse. The organization plans to print 50,000 guides for 2018, they will be in house and ready for distribution December 14, 2017. Mr. Houck showed the RMI advertisement in Italian and German. Adbay has also been working on collateral for meetings and conventions and the new Bear Bait 8 logo. (Previously the Casper Mountain Bike Challenge.)

STRATEGIC PLANNING, CORAGGIO GROUP

Ms. Kaufman spoke with the Coraggio Group several months ago regarding their assistance in developing a strategic plan for the CACVB. After considering the original proposal, the executive committee then reviewed two modified proposals that reduced the scope and would require less investment. Of the two, Mrs. Penton-Jones, thinks option two is better. Mr. Aune asked for reasons why. Ms. Kaufman stated that it allows the CACVB to develop a comprehensive strategic plan vs. spending a majority of the time/effort collecting stakeholder feedback. Mr. Aune and Mr. Hawley are in favor of option two as well. Mrs. Penton-Jones likes option two better even with the investment in time. Ms. Kaufman would like the study to be done because she wants to prioritize the organization's time and limited resources. Ms. Penton-Jones asked for motion, moved by Mr. Johnson, seconded by Mr. Ruble and carried without dissent to accept option 2 in the proposal for The Corragio Group. Ms. Kaufman will follow-up on dates.

JOINT POWERS BOARD AGREEMENT

Update from Ms. Kaufman, all parties have approved the final language and the agreement has been sent to the Attorney General's Office in Cheyenne.

2018 VISITOR GUIDE

See above in Shawn Houck's Marketing Update.

OPEN BOARD POSITIONS: (STATUS)

Interviews for the Natrona County open board position will be held December 19th. At this time, 3 individuals will be interviewed. Mr. Ruble asked if there is anything in the by-laws and/or statutes that dictates status of a Board member's position after consistent nonattendance. Ms. Kaufman informed him that Board members must attend at least 75% of the meetings unless they notify her prior to the meeting, in which case it would be an excused absence. Mr. Ruble commented that all board members must have a certain level of engagement with everything under development. Ms. Kaufman asked if she should reach out for meeting with the Board member in question. Mr. Ruble said that should be arranged. Ms. Kaufman will follow up.

VII. NEW BUSINESS

Grant/Sponsorship Review: The Grant Review Committee presented their recommendations as follows:

- **Amusement Operators of Wyoming – State Dart Tournament – 2/14-18/18:**
Moved by Mr. Hawley to accept the grant committee's recommendation of \$1500, seconded by Mr. Johnson and carried without dissent to accept.

- **Amusement Operators of Wyoming – 6th Annual State 9-Ball Tournament – 11/17-19/17: Moved by Mr. Hawley to accept the grant committee recommendation of \$500, seconded by Mr. Ruble and carried without dissent to accept.**
- **Casper Museum Consortium – Creating A Casper Solar Eclipse Exhibit – 3/2018-2019: Moved by Mr. Johnson to accept the grant committee's recommendation not to fund this grant, seconded by Mr. Hawley and carried without dissent to accept.**
- **Casper Recreational Leagues Assn – 28th Casper Youth Basketball Tourn. – 3/16-18/18: Moved by Mr. Murphy to approve \$5000 grant, seconded by Mr. Johnson and carried without dissent to accept. Mrs. Penton-Jones stated that a suggestion should be made to the Rec Center that they ask for a sponsorship next year instead of grant. Mr. Hawley defaults to what the grant committee thinks is best.**
- **Casper Recreational Leagues Assn – 32st Annual Casper Open Volleyball Tournament 11/11-12/17 Moved by Mr. Aune to approve a \$2500 grant, seconded by Mr. Murphy and carried without dissent to accept.**
- **Casper Recreational Leagues Assn – 9th Annual Casper Co-Ed Volleyball Tournament – 4/21-22/18: Moved by Mr. Murphy to approve \$1500 grant, seconded by Mr. Johnson and carried without dissent to accept.**
- **Garden Creek Volleyball Club – Wyoming AAU Volleyball Grand Prix – 4/28-29/18: Moved by Mr. Aune to table request until additional information is submitted, seconded by Mr. Hawley and carried without dissent to accept. Ms. Kaufman to follow up.**
- **Irish Dance Association of Central Wyoming – Cowboy State Feis – 4/27-28/18 Moved by Mr. Hawley to approve grant committee recommendation for \$750, seconded by Mr. Aune and carried without dissent to accept.**
- **NCSD #1 FIRST LEGO League Robotics Program – FIRST LEGO League Wyoming State Championship Robotics Tournament (4th – 8th grades) and the FIRST LEGO League Junior exposition (K-3rd grades) - 12/1-2/17 Moved by Mr. Ruble to accept grant committee recommendation of \$500, seconded by Mr. Hawley and carried without dissent to accept. Mr. Murphy abstained.**
- **NCSD #1 FIRST Tech Challenge Robotics Program – FIRST Tech Challenge Wyoming State Championship Robotics Tournament (7th-12th grades) – 2/16-17/18 Moved by Mr. Hawley to accept grant committee recommendation of \$500, seconded by Mr. Aune and carried without dissent to accept. Mr. Murphy abstained.**
- **World Record Camps (WRC) Foundation – 7/18-19/18 Moved by Mr. Hawley to table pending more information be provided by organization, seconded by Mr. Murphy and carried without dissent to accept.**
- **Wyoming Amateur Wrestling Association – Kids/Cadets/Women**

Folk style, Freestyle and Greco-Roman State Championships – 4/12-15/18
Moved by Mr. Johnson to approve \$6000, seconded by Mr. Hawley and carried without dissent to accept. Mr. Murphy abstained.

- **Wyoming Shrine Bowl, Inc. – Wyoming Shrine Bowl – 5/9-16/18**
Moved by Mr. Hawley to approve the grant committee recommendation of \$1500, seconded by Mr. Murphy and carried without dissent to accept.
- **Wyoming Symphony Orchestra – 2017-2018 Concert Season – 9/1/17-4/30/18**
Moved by Mr. Hawley to approve committee recommendation of \$1000, seconded by Mr. Johnson and carried without dissent to accept.

CNFR Contract/Economic Impact Study:

Moved by Mr. Ruble to renew the NIRA/CACVB contract for \$30,000 per year in 2018 and 2019, seconded by Mr. Aune. Motion carried without dissent to accept. Mr. Murphy abstained.

Moved by Mr. Johnson, seconded by Mr. Hawley and carried without dissent to approve the \$16,000 proposal from Dean Runyan & Associates for a CNFR economic impact study.

HRA Plan Update:

Ms. Kaufman is seeking approval to update the HRA plan specification sheet and explained that HRA is a benefit to employees of the Bureau that puts money towards deductible or medical expenses. The document that governs the account has outdated contact information. Moved by Mr. Hawley to update HRA plan, seconded by Mr. Johnson and carried without dissent to accept.

PHB/CSA STRATEGIC PLANNING:

The Proud to Host the Best Committee will meet Saturday, December 4, 2017, for a half-day planning session at the Chamber of Commerce. The Committee will decide if they will become a standalone committee or a committee under the Casper Sports Alliance. The CACVB's goal is to ensure proper governance and reporting.

Wyoming Outdoor Expo:

Ms. Kaufman informed the Board that the CACVB is close to signing the MOU with the Wyoming Game and Fish Department and State Parks for the Wyoming Outdoor Expo. Plans are moving forward for the May 17-19, 2018, event at the Casper Events Center.

5150 TOURISM DEVELOPMENT INC:

The CACVB has formed a 501c3 organization, 5150 Tourism Development Inc, to fund projects currently not in the scope of the CACVB. The NCTTC still has jurisdiction over how the money is appropriated. Visit Cheyenne has something similar with their Foundation. Ms. Kaufman proposed that the executive committee of the CACVB Board also be the Board for 5150 Tourism Development Inc. There would not be a need for separate meetings, both Board meetings would occur concurrently. Mr. Hawley asked if attorney would be willing to draft memo explaining how the relationship between the two entities will work. All present members of the Board are willing to be on the Board for 5150. Ms. Kaufman shared that the CACVB is looking for a new attorney as Peter Nicolaysen is reducing his workload.

GOVERNOR'S CONFERENCE:

The following board members indicated interest in attending the 2018 Governor's Conference on Hospitality and Tourism February 25-27th in Cheyenne: Mr. Hawley, Mrs. Penton-Jones, Mr. Murphy, Mr. Johnson, Mr. Aune & Mr. Ruble. CACVB Staff will follow-up with event registration and accommodations.

VIII. COMMUNICATIONS REPORTS:

Staff Reports: See exhibits attached.

Moved by Mrs. Penton-Jones, seconded by Mr. Hawley and carried without dissent to accept new signatories and resolution for signors.

Community Liaison Reports: None.

IX. COUNCIL COMMENTS: There were none.

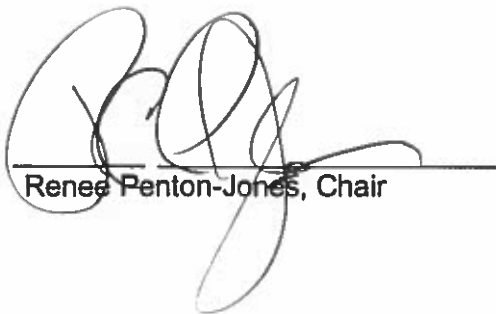
Ms. Kaufman suggested a VIP tour of the Nicolaysen Art Museum for a Board Christmas gathering. She will work with staff at the Nicolaysen to confirm potential dates.

X. PUBLIC COMMENTS: There were none.

XI. UPCOMING MEETING DATE: The next Council meeting is Tuesday, January 23, 2018 and will convene at 11:30 a.m.

XII. EXECUTIVE SESSION: Moved by Mr. Ruble to approve the Executive Session minutes from The September 26, 2017 meeting, seconded by Mr. Johnson and carried without dissent to accept.

XIII. ADJOURNMENT: Mr. Johnson made a motion to adjourn the public meeting at 1:25 p.m., seconded by Mr. Hawley. Motion carried unanimously.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary