

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, SEPTEMBER 26, 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, September 26, 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  
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  
Anna Wilcox\*, Wyoming Eclipse Festival  
Shawn Houck, Adbay.com  
LeAnn Miller

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

IV. Moved by Mrs. Aars, seconded by Mr. Hawley and carried without dissent to approve the July 18, 2017 minutes as presented.

V. **TREASURER'S REPORT**

Treasurer Ruble reviewed financial reports and checks ending July 31, 2017. Moved by Mrs. Aars, seconded by Mr. Johnson and carried without dissent to accept financial reports ending July 31, 2017 and CACVB checks 13695, 13696, 13701, 13702; 15277-15288 totaling \$64,133.00 and CSA checks 6112 to and including 6116 totaling \$15,860.61 for total vouchers of \$79,993.61. (Exhibit 2)

Treasurer Ruble reviewed financial reports and checks ending August 31, 2017. Moved by Mr. Hawley, seconded by Mrs. Aars and carried without dissent to accept financial reports ending August 31, 2017 and CACVB checks 15289 – 15329; 13707, 13708, 13713, 13714 totaling \$106,168.20 and CSA checks 6117 to and including 6134 totaling \$9,581.75 for total vouchers of \$115,749.95 (Exhibit 3)

VI. **OLD BUSINESS**

**WYOMING ECLIPSE FESTIVAL WRAP-UP:** Ms. Kreder shared Ms. Wilcox's contract ends October 31, 2017. Mr. Hawley shared there is tremendous interest in having a non-eclipse festival around eclipse time next year. Ms. Wilcox is working on an appreciation event for police, fire, event hosts and anyone who helped orchestrate the event. The Festival Board is working on a tour and final home for the map -- the goal is that it be placed in a public space. Multiple photos will be compiled with quotes and turned into public posters, an evergreen photo book, etc. Ms. Wilcox met with the A-Team in a wrap up meeting -- there were no major incidents. All agencies are looking at how they can use what they learned to move forward in emergency situations. Mrs. Penton-Jones shared that it's unusual as a hotel that every comment they received was positive.

**MARKETING UPDATE:** Shawn Houck with Adbay.com had photographers and videographers out for the Eclipse Festival to capture assets that can be used in years to come. The decrease in budget is dictating the number of projects they are currently working on. Adbay/CACVB is hosting a fishing summit September 26<sup>th</sup> to guide strategy for Fish Casper. Adbay is working on a coupon 1-sheet, grant forms, and a video for the WACO proposal. VisitCasper website unique views are down significantly because advertising is down. The good news is organic search is up, in part due to the Eclipse and the new website. The Eclipse traffic helped backfill the decrease in pageviews. Mr. Houck shared the 2018 Visitor Guide format will change significantly from years past for an estimated savings of \$30,000 not including the savings realized on fulfillment. The CACVB will be reducing their footprint in the WOT Official Travelers Journal to a half page.

**OPEN BOARD POSITIONS:** Ms. Kreder shared that Brad Murphy will be appointed by Bar Nunn's Town Council mid-October. Natrona County is still accepting applications. Ms. Kreder continues to meet with potential candidates.

**VISITOR CENTER UPDATE:** Ms. Kreder shared visitation at the National Historic Trails Interpretive Center is up in August from 2,700 in 2016 to 9305 in 2017. (A 236% increase in visitation for the month.) Total visitation will be over 30,000 for the year. The CACVB continues to search for a Visitor Center Coordinator.

**LEGISLATIVE UPDATE:** The Wyoming Office of Tourism continues to seek alternative funding sources for State Tourism. A group of industry leaders testified at the Revenue Committee Meeting in Buffalo earlier in September to show support for a 1% sales tax increase over the 7000 series NAICS codes. The item moved on to LSO and the CACVB will continue to monitor progress closely.

## VII. NEW BUSINESS

**TBID INITIATIVE:** Ms. Kreder updated the Council on TBIDs and the fact that Wyoming does not have enabling legislation that would allow for the creation of Tourism Business Improvement Districts in the State. The CACVB partnered with Visit Cheyenne to have draft legislation written to further discussion in the industry. WTIC/WLRA will vote at their meetings in Saratoga in October as to whether or not they'd like to move this initiative forward.

**2018 VISITORS GUIDE:** See the Marketing Update.

**CSA BOARD APPOINTMENT/UPDATED BYLAWS:** The lines between the CACVB and CSA are blurry. CACVB Attorney Peter Nicolaysen recommended an agreement be drafted to outline roles and responsibilities of each entity. This is good for the sake of transparency for both organizations. A motion was made by Mr. Johnson to approve the updated bylaws as presented, seconded by Mr. Hawley. The motion passed unanimously.

**PROUD TO HOST THE BEST – MARCHING BAND:** Mrs. Penton-Jones updated the Council on the status of the State Marching Band event in Casper. The Proud to Host the Best Committee is seeking additional funding to cover the unanticipated cost of facility rental for this event. It was recommended that PHB approach the City on including Marching Band and Cheer as part of the 2019 – 2022 MOU. Currently, there is no other facility locally (outside of the Events Center) that can host the event. After much discussion, a motion was made by Mr. Hawley to approve \$4,500 for Proud to Host the Best for State Marching Band with the intent staff will try to reduce the burden. Seconded by Johnson. Motion passed unanimously. Council is urging a clearer agreement/arrangement for the outlining events in the next MOU.

**STRATEGIC PLANNING 2018 AND BEYOND:** Ms. Kreder presented a proposal from Coraggio Group to assist the CACVB with a 3-year strategic plan. The process would set a long-term vision, align actions to support the vision, give guidance on structure and efficiency of the organization and provide clear performance indicators so that all stakeholders can see organizational process. Ms. Kreder is encouraging an investment in the CACVB this year to set the organization up for long-term sustainability and success. Ms. Kreder selected this vendor because of their relationship with the Wyoming Office of Tourism and their work in the tourism industry. Mr. Ruble would like to see two parallel plans developed based on economic conditions and lodging tax collections. Next steps are to set up a conference call with the Coraggio group so Council can ask additional questions.

**VIII. COMMUNICATIONS REPORTS:**

*Staff Reports:* There were none.

*Community Liaison Reports:* There were none.

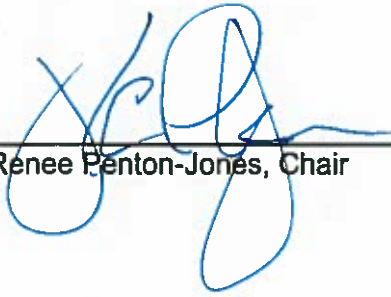
**IX. COUNCIL COMMENTS:** Mrs. Aars inquired about Council meeting every other month instead of monthly. Ms. Kreder will continue to keep Council updated between meetings. Mrs. Aars will be absent from the November meeting.

**X. PUBLIC COMMENTS:** There were none.


**XI. UPCOMING MEETING DATE:** The next Council meeting is Tuesday, November 28, 2017 and will convene at 11:30 a.m.

**XII. EXECUTIVE SESSION:** The Council moved to Executive Session at 1:22pm to discuss personnel issues. The meeting reconvened at 1:25pm.

**XIII. ADJOURNMENT:** Mr. Ruble 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