

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, APRIL 24, 2018 ~ 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, April 24, 2018, at 11:28 a.m. at the Casper Area Economic Development Alliance. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Renee Penton-Jones, Natrona County
Jim Ruble, Town of Evansville
Erik Aune*, Town of Mills
Shawn Johnson, City of Casper
Debbie Peterson, Town of Midwest
Brad Murphy, Town of Bar Nunn
Tiffany Gamble, Natrona County

Excused: Kevin Hawley, City of Casper
Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Mikki Milosevic, Administrative Assistant
Tim Monroe
Terry Wingerter

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

IV. Moved by Ms. Peterson, seconded by Mrs. Gamble and carried without dissent to approve the March 2018 minutes as presented.

V. TREASURER'S REPORT -- TIFFANY GAMBLE

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending March 31, 2018. Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to accept financial reports including CACVB checks 15511-15538 for a total of \$139,836.23 and CSA check 6160 for \$253.85. (Exhibit 2) (Exhibit 3)

VI. OLD BUSINESS

MARKETING UPDATE:

Ms. Gamble asked about the new Marketing Manager, Amanda Scherlin, and if the position is a cost saving measure or will be similar to working with an agency. Ms. Kaufman shared the costs would be about the same, but the position allows the organization to bring key tasks in-house. Ms. Kaufman shared high-level information

about the Fish Casper campaign which is performing well across all platforms. The campaign is driving engagements via visitor guide requests and sweepstakes entries.

2018/2019 FISCAL YEAR BUDGET: Ms. Kaufman is estimating the organization's budget will be \$1.45M for next fiscal year based on projected occupancy and ADR. Ms. Kaufman also noted that this year, the Casper Sports Alliance will generate close to \$100k to offset expenses with Cowboy State Games and other events. She will email a draft version of the budget to the full board prior to the next board meeting.

5150 TOURISM DEVELOPMENT INC: Ms. Kaufman reported that the executive committee and signers of 5150 Tourism Development Inc would mirror the executive committee and signers of Visit Casper. Ms. Penton-Jones asked for a motion to approve the 5150 bylaws and signers; moved by Mr. Johnson, seconded by Ms. Gamble and carried without dissent to approve bylaws and signers for 5150 Tourism Development Inc. The signers are Renee Penton-Jones -- Chair, Erik Aune -- Vice Chair, Tiffany Gamble -- Treasurer and Kevin Hawley -- Secretary.

National Travel & Tourism Week: Ms. Kaufman informed the board the NTTW luncheon will be held at the Hangar in Bar Nunn Wednesday, May 9th from 11:30 a.m. – 1:00 p.m. Visit Casper will be giving out several awards during the event. She also let the board know that the Governor will be serving at Johnny J's Thursday, May 10th from 9:00 a.m. – 9:45 a.m. and that they are invited to attend. Media and partners will be invited to both events.

VII. NEW BUSINESS

Strategic Planning Update: Ms. Kaufman asked for feedback for how Visit Casper staff can communicate with the board re: strategic planning efforts. Ms. Penton-Jones asked for clarification on tasks as she was confused with the Trello system and did not understand what her level of participation should be. Mr. Aune asked what the end goal is and would appreciate more time and clarity when asked to do something. Ms. Gamble would also like more information and an initial face to face with the staff to get started with any projects that would require her involvement. Ms. Kaufman suggested shortening the board meetings by 15 minutes, so time can be allocated to discuss strategic planning.

GRANTS AND SPONSORSHIPS –

COMMUNITY GREENHOUSE PROJECT: Requested \$10K. They are working with DDA on the Fall Festival and bringing in Food Network Star Nancy Fuller of Fuller Farms. Ms. Penton-Jones feels there is more of a partnership opportunity with this event vs. a grant. Ms. Penton-Jones suggested to have Brook meet with LeAnn Miller to discuss partnership options. The board agreed.

CASPER SPEEDWAY: Casper Speedway asked for \$11,291 to cover their advertising costs. The board requested Ms. Kaufman let Casper Speedway know that their application needs more information before funding will be considered.

CASPER SOCCER CLUB – CASPER FALL CLASSIC AND CASPER SPRING JAM: Asked for \$2500 for each event. Grant committee recommended \$2500 for each event. Moved by Mr. Johnson, seconded by Ms. Gamble and carried without dissent to approve \$5,000 for each event.

CENTRAL WYOMING FAIR AND RODEO: Requested \$30,000 toward the CWFR for varying events. Ms. Kaufman met with them to discuss how both organizations could benefit from a partnership. Grant committee felt they should be a partner instead of a grant recipient. Kaufman should have the freedom to design the terms of a partnership and make sure that Visit Casper receives benefit. Mr. Murphy asked how we would go about this strategically and if this was a situation like the Community Greenhouse Project. The board was for moving forward with building out a partnership vs a grant request.

DOWNTOWN DEVELOPMENT AUTHORITY: Requested \$35,000 for marketing and promoting David Street Station. In lieu of a grant, the grant committee suggested Ms. Kaufman meet with Mr. Hawley of the DDA to see how we can work together collaboratively and build a partnership to support events that meet our mission of driving tourism. The board agreed.

EAST CASPER VOLLEYBALL: Requested \$1200. Grant committee recommendation is to award the requested amount. Moved by Mr. Johnson, seconded by Mr. Murphy and carried without dissent to approve East Casper Volleyball's grant request of \$1200.

SPECIAL OLYMPICS WYOMING: Requested \$3000. Grant committee's recommendation is to award \$3000. Moved by Mrs. Gamble, seconded by Ms. Petersen and carried without dissent to approve Special Olympics Wyoming grant request.

TRIBUTE TO THE GREAT AMERICAN COWBOY: Requested \$2500. Moved by Mr. Ruble, seconded by Ms. Gamble and carried without dissent to approve the requested amount and move forward with securing GA and Rough Stock tickets to the event.

USA SOFTBALL: Did not request a specific amount. This is a large event that is moving from Laramie to Casper. Grant committee's recommendation is to grant \$3500 for one year or \$5000 per year for 2 years if they will keep the tournament in Casper. Moved by Mr. Johnson, seconded by Mr. Murphy and carried without dissent to approve grant for USA Softball.

WYOMING COACHES ASSOCIATION: Requested \$4000. Moved by Mr. Murphy, seconded by Ms. Gamble and carried without dissent to approve \$2500 grant for Wyoming Coaches Association.

Wyoming Amusements missed their deadline for grant payment submission. After careful consideration the board gave thumbs up to keep the current 60-day post event grant submission guidelines in place.

NOTHING ADDITIONAL

VIII. COMMUNICATIONS REPORTS:

Staff Reports:

Mr. Murphy asked about staff reimbursements – he wanted to know why reimbursements are being made if they have company cards. Ms. Kaufman explained that the only reimbursements staff receives is for mileage, cell phone usage and for HRA payments.

Community Liaison Reports: None

- IX. **COUNCIL COMMENTS:** There were none.
- X. **PUBLIC COMMENTS:** Tim Monroe spoke of the plans to pursue the Veteran Skilled Nursing Center at the Airport. The process for determining a location will take several years. He also spoke of the AOPA RFP request for a fly-in next year that would bring in 300-400 pilots and their families should Casper be the successful bidder. The next step is submitting a one-page statement of interest which will be drafted by the Airport.
- XI. **UPCOMING MEETING DATE:** The next Council meeting is Tuesday, May 22, 2018, and will convene at 11:30 a.m. at the Visit Casper office.
- XII. **EXECUTIVE SESSION:** Council moved to Executive Session at 12:44 p.m. to discuss personnel. The board meeting reconvened at 1:11 p.m.

ADJOURNMENT: Ms. Penton-Jones made a motion to adjourn the public meeting at 1:11 p.m. Moved by Mr. Johnson, seconded by Ms. Peterson and carried without dissent to adjourn. Motion carried.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary