

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, JANUARY 23, 2018 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

CEO Brook Kaufman called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, January 23, 2018, 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
Tiffany Gamble, Natrona County
Jim Ruble, Town of Evansville
Erik Aune, Town of Mills
Brad Murphy, Town of Bar Nunn
Debbie Peterson*, Town of Midwest

** Joined the meeting while in progress*

Absent: Cindy Aars, Town of Edgerton (resigned)
Shawn Johnson, City of Casper

Also Present: Brook Kaufman, CEO
Shawn Houck, Adbay.com

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

IV. TREASURER'S REPORT

Treasurer Jim Ruble reviewed financial reports and checks ending November 30, 2017. Moved by Mr. Murphy, seconded by Mr. Aune and carried without dissent to accept financial reports ending November 30, 2017 including CACVB checks 13752-13753, 13759-13760; 15385-15412 for \$85,120.24 and CSA checks 6140-6144 for \$7,052.08. (Exhibit 2)

Treasurer Jim Ruble reviewed financial reports and checks ending December 31, 2017. Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to accept financial reports ending December 31, 2017 including CACVB checks 13765 – 13766, 13772-13773; 15413-15442 for \$269,283.60 and CSA checks 6145, 6149 totaling \$44,116.35. (Exhibit 3)

V. OLD BUSINESS

CACVB 2017 AUDIT: Council members had the chance to review the 2017 audit as prepared by Grooms and Harkins. There were no questions. (Exhibit 4)

MARKETING UPDATE: Shawn Houck with Adbay.com shared current and recently completed projects. The CACVB did a resident survey in December 2017 to determine if locals think of Casper as a travel-worthy destination. Results from a 2014 resident survey showed "windy" and "boring" were two of the three most common adjectives used by locals to describe Casper. Top words in the 2017 study included friendly, scenic, fun, windy and outdoorsy. Nearly 54% of respondents said their perception of Casper was somewhat or much more favorable than it was last year. Over 82% of respondents attended the eclipse festival, nearly 82% would like to see another eclipse-like festival. The insights from this study will be used to build out a visiting friends and relatives (VFR) strategy. (Exhibit 5)

STRATEGIC PLANNING, CORAGGIO GROUP

The CACVB Board will meet Thursday, February 1 – Saturday, February 3, 2018, at the Casper Events Center for Strategic Planning with Coraggio. Board members and staff planning to attend are: Renee Penton-Jones, Erik Aune, Kevin Hawley, Jim Ruble, Tiffany Gamble, Brad Murphy and Debbie Peterson. John Giantonio, Darlene Matz and Brook Kaufman from the CACVB staff will also be in attendance.

GRANT FOLLOW-UP

Garden Creek Volleyball Club – Wyoming AAU Volleyball Grand Prix – 4/28-29/18: Moved by Mr. Ruble to accept the grant committee's recommendation of \$2,500, seconded by Mr. Hawley and carried without dissent to accept. Ms. Peterson abstained. Mr. Ruble asked Ms. Kaufman to send the grant evaluation form to the full board. (Exhibit 6)

HVS CONTRACT/UPDATE

Ms. Kaufman shared that HVS is currently in the field collecting data for the market demand analysis. There are four phases to the project – field work, lodging analysis and facility programming, regional conference research and demand/penetration analysis and projections. The study will be complete on or before March 19, 2018. (Exhibit 7)

CNRF ECONOMIC IMPACT UPDATE

Ms. Kaufman shared the contract has been signed with Dean Runyan & Associates and that they will start drafting questionnaires for survey work in February/March. Roger Walters, NIRA Commissioner, and his team are aware of the project and are willing to offer any support/assistance needed. Mrs. Penton-Jones asked who is donating rooms for CNRF, Mrs. Matz updated the board on comp room status. (Exhibit 8)

2018 WYOMING GOVERNOR'S CONFERENCE:

The Wyoming Governor's Conference will be Sunday, February 25 – Tuesday, February 27, 2018 at Little America in Cheyenne. Board members planning to attend are Renee Penton-Jones, Kevin Hawley, Erik Aune, Jim Ruble, Brad Murphy and Debbie Peterson. Staff attending includes Brook Kaufman, John Giantonio, Ryan Hauck and Darlene Matz. (Exhibit 9)

5150 TOURISM DEVELOPMENT INC:

The CACVB is waiting on attorney Scott Murray for a letter addressing the relationship between the CACVB and 5150 Tourism Development Inc. Ms. Kaufman will follow-up on a timeline.

VI. NEW BUSINESS

Business Continuity Plan:

Ms. Kaufman presented a business continuity plan for Council's consideration. The plan is a step-by-step guide for what happens if there is a significant business disruption. The five-primary identified significant business disruptors are: data breach, natural disaster, death, disability or exit of CEO, acts of terrorism and a failed ballot proposition imposing a lodging tax. Moved by Mr. Hawley, seconded by Mr. Ruble to adopt the business continuity plan as presented. The motion passed unanimously. (Exhibit 10)

Crisis Communication Plan:

Ms. Kaufman presented a crisis communication plan for Council's consideration. The plan is a guide for how to handle scenarios that could adversely impact tourism in Natrona County, daily operations of the CACVB and/or the organization's reputation. There was discussion around how this plan would integrate or work with the City of Casper's and/or Natrona County's plan. Ms. Kaufman shared this plan is to help the CACVB determine next steps in a tourism/organizational crisis or disaster. Mr. Murphy shared he is uncomfortable with the CACVB having a plan that hasn't been vetted or looked at in conjunction with the City/County crisis communication plans. Ms. Kaufman will work to clear up confusion in language and will run this by the organization's attorney. (Exhibit 11)

AIRBNB:

The CACVB has been contacted by an Airbnb homeowner to have their home listed on VisitCasper.com. Ms. Kaufman asked the Council how they felt about linking to Casper Airbnb listings from the Visit Casper site. It was the consensus of the Council that any owner or property remitting lodging tax should be listed. Ms. Kaufman will follow-up with Adbay to implement the change.

CACVB FINANCIAL/PROCUREMENT POLICIES

Ms. Kaufman asked Roxy Skogen with Skogen, Cometto and Associates to review the organization's financial policies after the CACVB moved away from separate paper vouchers. After review of the changes, a motion was made by Mr. Hawley to approve the changes to the CACVB's Financial Procedures and Policies. Seconded by Gamble. The motion passed unanimously. (Exhibit 12)

VII. COMMUNICATIONS REPORTS:

Staff Reports: There were no questions.

Community Liaison Reports: There were none.

COUNCIL COMMENTS:

Mr. Murphy shared that the Boys & Girls Club Reverse Raffle and Auction will be held at the Casper Events Center Saturday, February 3, 2018. Mr. Aune asked if the Council had an official position on supporting (or not) the anti-discrimination resolution being proposed to City Council. It was the consensus of the Council not to take an official position as they believe everyone should be treated equally and fairly regardless of a resolution.

VIII. PUBLIC COMMENTS:

Tim Monroe shared that Delta Airlines reinstated an early morning flight from Casper to Salt Lake City which should help business travelers.

IX. UPCOMING MEETING DATE: The next Council meeting is Tuesday, March 27, 2018 and will convene at 11:30 a.m.

X. EXECUTIVE SESSION: An executive session was not called.

XI. ADJOURNMENT: Mr. Hawley made a motion to adjourn the public meeting at 1:04 p.m., seconded by Ms. Peterson. Motion carried unanimously.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary