

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, MARCH 27, 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, March 27, 2018, at 11:30 a.m. at the Casper Area Economic Development Alliance. 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
Debbie Peterson, Town of Midwest
Brad Murphy*, Town of Bar Nunn
Tiffany Gamble, Natrona County

Absent: Jim Ruble, Town of Evansville
Erik Aune, Town of Mills

**Joined the meeting in progress*

Also Present: Brook Kaufman, CEO
David Castle, Adbay.com
Mikki Milosevic, Administrative Assistant CVB
Megan Miller, Ramkota Hotel
Karin East, Ramkota Hotel
Tim Monroe, Wyoming Business Report

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

IV. Moved by Mrs. Gamble, seconded by Mr. Hawley and carried without dissent to approve the January 2018 minutes as presented.

V. **TREASURER'S REPORT *REPORTED BY BROOK KAUFMAN**

Ms. Kaufman reviewed financial reports and checks for the CACVB and CSA ending January 31, 2018 and February 28, 2018. Moved by Mr. Johnson, seconded by Mrs. Gamble and carried without dissent to accept financial reports including CACVB checks 15447-15510 and CSA checks 6150-6159. (Exhibit 2) (Exhibit 3)

VI. **OLD BUSINESS**

MARKETING UPDATE: Ms. Kaufman stated State Pool was at held at the Casper Events Center March 13 – 18th and that Adbay was able to procure good photos of the event.

Fish Casper is currently running and is the largest leisure advertising investment made by the organization this year. The downtown walking map is now available for visitors and conventioners at VisitCasper.com. Mr. Hauck, Director of Sales and Corporate Partnerships with the CACVB, attended MIC in Denver with the Parkway Plaza and came back with a handful of solid leads. The CSAE show is coming up and Mr. Hauck will be attending that as well. Ms. Kaufman noted that an outcome from the strategic plan with Coraggio group was to post board member photos and bios on VisitCasper.com. Please plan on Adbay facilitating this at the board meeting in April. Ms. Kaufman also reported that website pageviews were down, but the number of visitors were up for January/February. Ms. Kaufman noted that the CNFR 20-year anniversary is in June 2018, and that the CACVB is working on hotel welcome kits, downtown banners and a celebration Saturday night, June 9th as part of NIC FEST. Mrs. Penton-Jones asked if we could include year over year occupancy in the STR Data report. Ms. Kaufman will be adding an additional slide with that information going forward.

OPEN BOARD POSITIONS: Mrs. Penton-Jones asked to go over the open Edgerton Board position. Ken Thorne from Admiral Beverage/Pepsi has been submitted for consideration. Paperwork has been sent to Edgerton Council for approval. The CACVB will know more Monday, April 2nd.

PROUD TO HOST THE BEST (PHB): Ms. Kaufman updated the board as to the next steps for PHB. Ms. Kaufman is meeting with Ms. Karin East, Chair of the Committee, to work through articles of incorporation and applying for 501c3 status. Ms. Kaufman informed the Board that the timeline for incorporation is a few days and 90 days for the non-profit status. Ms. East stated that the next WHSAA board meeting is April 14th and she would like to have something in place before then.

HVS – MARKET DEMAND STUDY: Ms. Kaufman informed the board that the CACVB has received the initial draft of the market demand study performed by HVS. The study was commissioned by the CACVB to help determine if additional meeting space in the market would induce demand or shift demand between existing properties. As a wrap up to this initiative, a follow-up survey has been mailed to all GMs in the market requesting further segmentation and occupancy data to verify data from the STR report. The project will be shared in its entirety upon completion.

NCTTC – TREASURER POSITION: Mr. Ruble called a meeting with Ms. Kaufman to let her know he'd be stepping down as Treasurer. He indicated if possible he'd like to stay on the board but that finding a replacement for his seat is also an option. Ms. Kaufman shared that considering Mr. Ruble's resignation that they would need to elect a new Treasurer and sign updated signature cards. Ms. Penton-Jones shared that the executive committee met and would like the board to consider Tiffany Gamble to fill the position until elections at the annual meeting. Mr. Murphy made a motion for Mrs. Gamble to take on the role of Treasurer for the Natrona County Travel & Tourism Council. Ms. Peterson seconded. The motion carried.

VII. NEW BUSINESS

2018/2019 Fiscal Year Budget: Ms. Kaufman reviewed how she'd like to present the 2018/2019 fiscal budget. In the current structure, there is no good way to track what it truly costs to run each department. All Board members approved the new format and gave thumbs up to proceed.

National Travel & Tourism Week: Ms. Kaufman informed the Board that the CACVB will be partnering with the Chamber of Commerce on a luncheon Wednesday, May 9th for National Travel and Tourism Week. We will invite our CTAs, stakeholders and partners to attend.

CNFR – KEY DATES:

The NCTTC will be hosting a hospitality night at CNFR (in the Rock Star Balcony) Thursday night, June 14th from 6pm – 9pm. As in years past, the invite list will include the board, partners, elected officials and CTAs. We're also partnering with the Nicolaysen Art Museum on a "VIP Recognition Event" Saturday, June 9th, 2018, time TBD.

LODGING TAX RENEWAL – VOTE TO PLACE ON BALLOT: Ms. Kaufman would like a motion made to approach the Natrona County Commissioners to request the 4% Lodging Tax Proposition be placed on the ballot in November. Motioned by Mr. Hawley, seconded by Mr. Murphy and carried without dissent to approach the Natrona County Commissioners to place the 4% lodging tax proposition on the ballot in November 2018.

SPONSORSHIP COMMITTEE:

Ms. Penton-Jones will remain on the committee for grant reviews. Mrs. Gamble and Ms. Peterson will join the committee for reviews. Mr. Murphy abstained due to his position at the Events Center. The next sponsorship review meeting will be held in late April prior to the board meeting.

UPCOMING BOARD MEETINGS:

The Board would like to have meetings once a month and will revisit going back to every other month at the beginning of the 2018/2019 fiscal year.

VISITOR PROFILE STUDY:

Ms. Kaufman reached out to the Wyoming Office of Tourism and multiple research vendors about updating the Visitor Profile Study for Natrona County last commissioned in 2008. Ms. Kaufman shared the proposal from Young Strategies, Inc. with a recommendation to move forward with their proposal to study who is coming to Casper and why they are coming. The study would start in May and information would be available in September. Mr. Hawley stated that this needs to be done and we need to continue renewing these reports. Moved by Mr. Hawley, seconded by Mrs. Gamble and carried without dissent to approve the Berkley Young visitor profile study proposal.

2018 ADVOCACY FOCUS:

Ms. Kaufman stated that 2018 will be a big election year with 5 seats available on City Council, 3 on the Commission, all State Representatives and 2 State Senators. She will be asking the board for help monitoring candidates – look for more discussion around legislative initiatives as the year progresses.

NOTHING ADDITIONAL

VIII. COMMUNICATIONS REPORTS:

Staff Reports: no comments

Ms. Kaufman reported that we will have a new Marketing Manager starting April 2, 2018. Amanda Scherlin joins us from the Wyoming Office of Tourism.

Community Liaison Reports: None

IX. COUNCIL COMMENTS: There were none.

X. PUBLIC COMMENTS: Tim Monroe informed the Board that Legislature appointed money for a veteran's skills center. The Natrona County International Airport plans to be very aggressive in recruiting the project to their campus.

XI. UPCOMING MEETING DATE: The next Council meeting is Tuesday, April 24, 2018, and will convene at 11:30 a.m.

XII. EXECUTIVE SESSION: The council moved to Executive Session at 12:50pm to discuss personnel issues. The council reconvened at 1:09pm.

XIII. ADJOURNMENT: Ms. Penton-Jones made a motion to adjourn the public meeting at 1:11 p.m., seconded by Mr. Hawley. Motion carried unanimously.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary