

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES
TUESDAY, AUGUST 28, 2018 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Vice-Chair Erik Aune called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, August 28, 2018, at 11:32 a.m. at the Casper Area Convention and Visitors Bureau. Roll call determined the presence of a quorum.

II. ROLL CALL

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

Excused: Ken Thoren, Town of Edgerton

**Late to the meeting*

Also Present: Brook Kaufman, CEO
Mikki Milosevic, Administrative Assistant

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

IV. Moved by Mr. Hawley, seconded by Mr. Ruble and carried without dissent to approve the July 2018 minutes as presented. (Exhibit 2)

V. TREASURER'S REPORT -- TIFFANY GAMBLE

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending June 30, 2018.

Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to accept June 2018 financial reports including CACVB checks 15605-15678 for a total of \$443,156.00 and CSA checks 6184-6205 for \$54,936.45. (Exhibit 2) (Exhibit 3)

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending July 31, 2018. Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to accept July 2018 financial reports including CACVB checks 15706, 15679, 15680-15708 for a total of \$85,620.86 and CSA checks 6208-6217 for \$8,634.08. (Exhibit 4) (Exhibit 5)

ADOPT RESOLUTION APPROVING DEPOSITORIES

Moved by Mr. Aune, seconded by Mrs. Gamble and carried without dissent to approve two additional depositories – First Interstate Bank and Hilltop National Bank. Mr. Ruble made a motion to move the Casper Area Convention & Visitors Bureau, the Casper Sports Alliance and 5150 Tourism Development Inc. checking accounts from Bank of the West to First Interstate Bank. The motion was seconded by Ms. Peterson. Motion carried. Ms. Kaufman will be in the process of migrating accounts immediately.

VI. OLD BUSINESS

A. VISIT CASPER PERCEPTION SCORES

Ms. Kaufman shared that perception surveys had been deployed to staff, board members, partners and elected as part of a follow-up from strategic planning. The board was asked to review the scores prior to next meeting.

B. BOARD OF DIRECTOR CONFLICT OF INTEREST AGREEMENT (UPDATE)

Ms. Kaufman informed the board there will be a new Conflict of Interest Agreement for them to sign based on feedback from Grooms & Harkins.

C. PRE-PLANNING FEEDBACK (AUDIT)

Ms. Kaufman informed the board that several action items came out of the pre-planning audit interview with Grooms and Harkins. All recommended action items will be implemented as suggested.

VII. NEW BUSINESS

A. Board Bios/Photos

Arrangements will be made for board bios/photos for the VisitCasper.com website. Information will be sent to the board on the who, what and when in the coming weeks.

B. Lodging Tax Renewal Campaign/Upcoming Meetings

Ms. Kaufman is presenting to Reveille Rotary, Monday and Thursday Rotary, Kiwanis, the Lions Club, the Tourism and Hospitality Committee, Natrona County Republican Womens, the Towns of Mills, Bar Nunn, Edgerton, Midwest, Evansville, the City of Casper and Natrona County Commissioners re: the renewal of the Lodging Tax in September and October. Each board member has been sent a request with the details from their respective appointed areas.

C. Check Signing Process

Based on board member interviews during the pre-audit process, the organization will make improvements to check approvals and signing. The executive committee will be asked to meet with Ms. Kaufman at pre-determined times so questions can be answered.

D. Visitor Center MOU

Ms. Kaufman informed the board that the MOU with the BLM on the Visit Casper Welcome Center and Scenic overlook expires in December of 2018. The National Historic Trails Interpretive Center is interested in renewing the MOU for an

additional 5 years. Trails Center Director Chris Wilkinson has agreed to meet in mid-October to discuss any new or revised terms.

E. Staff/Organizational Update

Ms. Kaufman asked for a motion to approve the crisis communication plan as vetted and approved by attorney Scott Murray, the City of Casper and Natrona County. Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to approve the Crisis Communication Plan as presented.

NOTHING ADDITIONAL

VIII. COMMUNICATIONS REPORTS:

Community Liaison Reports: None

IX. COUNCIL COMMENTS:

Mrs. Penton-Jones suggested that Visit Casper do the active shooter training.

Mrs. Gamble asked if the organization had employment liability practice insurance. Ms. Kaufman said no but that she'd research policy options and costs by the next meeting.

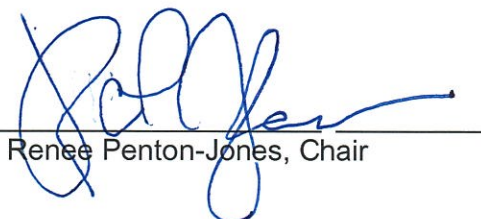
X. PUBLIC COMMENTS:

Ms. Kaufman shared with the board that the Central Wyoming Fairgrounds made a request for \$22,000 for a new digital/mobile sign. They have a donor willing to contribute \$150,000, but they are short the requested amount. After discussion the board decided that funding signage did not contribute to the organization's overall mission to drive economic impact through tourism promotion.

Ms. Kaufman asked if anyone would like to attend the Chamber of Commerce Gubernatorial luncheon September 12th at the Hanger. Mr. Murphy, Mr. Johnson, Mrs. Penton-Jones and Mr. Aune would like to attend. The additional members will let the office know after they check their schedules.

- XI. UPCOMING MEETING DATE:** The next Council meeting is Tuesday, September 25, 2018, and will convene at 11:30 a.m. at the Visit Casper office.

ADJOURNMENT: Ms. Penton-Jones made a motion to adjourn the public meeting at 12:24pm. Moved by Mr. Hawley, seconded by Mr. Johnson and carried without dissent to adjourn.



Renee Penton-Jones, Chair



Kevin Hawley, Secretary