

Natrona County Travel & Tourism Council

Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES
TUESDAY, JANUARY 22, 2019 ~ 11:30 AM
CASPER, WYOMING

I. **CALL TO ORDER**

Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, January 22, 2019 at 11:36 a.m. at the Visit Casper office. Roll call determined the presence of a quorum.

II. **ROLL CALL**

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

Excused: Brad Murphy, Town of Bar Nunn
Debbie Peterson, Town of Midwest

Also Present: Brook Kaufman, CEO
Amanda Scherlin, Marketing Manager

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

IV. Moved by Mr. Ruble, seconded by Mr. Thoren, and carried without dissent to approve the November 27, 2018 Meeting Minutes. (Exhibit 2)

OLD BUSINESS

V. **CAPITAL EQUIPMENT AND REPLACEMENT POLICY**

Ms. Kaufman reviewed the proposed Capital Equipment and Replacement Policy. The policy outlines when computers, the company vehicle, furniture and other assets will be replaced. The policy also outlines that \$15,000 per year will be allocated to a Capital Equipment and Replacement Policy line item in the budget. Moved by Mr. Johnson, seconded by Mr. Hawley and carried without dissent to approve the Capital Equipment and Replacement Policy. (Exhibit 1)

VI. **2019 GOVERNOR'S CONFERENCE ON TOURISM AND HOSPITALITY**

Those attending are Mrs. Gamble, Mrs. Renee Penton-Jones and Mr. Hawley. Those unable to attend are Mr. Aune, Mr. Murphy, Mr. Thoren, Mr. Johnson, Mr. Ruble and Ms. Peterson.

NEW BUSINESS

VII. VENDOR MANAGEMENT POLICY

Ms. Kaufman reviewed the proposed Vendor Management Policy. Mr. Aune asked if it was really necessary to have all contracts reviewed by the Council's attorney. Mr. Hawley suggested a 1-sheet attachment to all contracts that outlines the requirements for doing business with Visit Casper. Ms. Kaufman will incorporate suggested changes and bring it back to the full board for review in February. (Exhibit 3)

VIII. 2019 MARKETING PLAN

Amanda Scherlin presented the 2019 – 2020 marketing plan with details about the 6 personas the organization is targeting: Avid Anglers, Conventioneers, Residents, Excursionists, Adventurers and Wyoming Road Trippers. The board had no questions. (Exhibit 4)

IX. DESTINATION NEXT PROPOSAL

Ms. Kaufman presented information on the Destination Next assessment, which invites community collaboration to realize significant economic and social benefits through enhancing the destination's authentic appeal. Mr. Aune asked if the assessment was necessary. Mr. Hawley asked what the specific outcomes would be if we engage in a DNext assessment. Next steps are to 1) use our 1:1 with Berkeley at the Governor's Conference to learn more and 2) to reach out to Darren Rudloff with Visit Cheyenne to see what outcomes and information he is willing to share. Ms. Kaufman will also schedule a call with Berkeley for Mr. Aune, Mr. Hawley and Mr. Thoren. (Exhibit 5)

X. GRANT REQUIREMENTS

Ms. Kaufman asked the board if they would be interested in having in-person presentations from organizations requesting grant funds. The overwhelming consensus was yes and that the presentations should fall under the purview of the sub-committee before recommendations are made to the full board for approval. Moving forward, the Visit Casper staff will also schedule 1:1 meetings with all grant recipients post event to discuss outcomes and areas of improvement. The process will be changed for the upcoming grant cycle in April.

XI. TREASURER'S REPORT -- TIFFANY GAMBLE

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending November 30, 2018. Moved by Mr. Ruble, seconded by Mr. Hawley and carried without dissent to accept financial reports including CACVB checks 16266-16306 for a total of \$135,101.21 and CSA checks 6502-6506 for a total of \$20,480.52. (Exhibit 6)

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending December 31, 2018. Moved by Mr. Hawley, seconded by Mr. Johnson and carried

without dissent to accept financial reports including CACVB checks 16307-16345 for a total of \$363,740.88 and CSA checks 6507-6511 for a total of \$7,011.56. (Exhibit 7)

XII. **STAFF REPORTS – NO QUESTIONS**

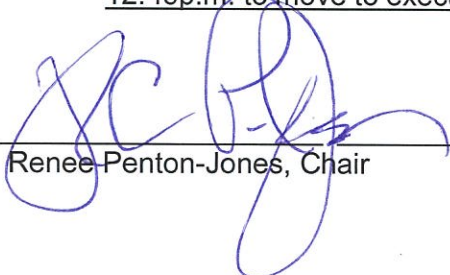
XIII. **COMMUNITY ORGANIZATION – NO COMMENTS**

XIV. **COUNCIL COMMENTS – NO COMMENTS**

XV. **PUBLIC COMMENTS – NO COMMENTS**

XVI. **NEXT COUNCIL MEETING: Tuesday, February 26, 2019**

XVII. **ADJOURNMENT: Mr. Hawley made a motion to adjourn the regular Council meeting at 12:46p.m. to move to executive session. Seconded by Mr. Thoren. The motion carried.**



Renee Penton-Jones, Chair



Kevin Hawley, Secretary