

# Natrona County Travel & Tourism Council

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## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, NOVEMBER 27, 2018 ~ 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, November 27, 2018, at 11:37 a.m. at the Casper Event Center. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Tiffany Gamble, Natrona County  
Jim Ruble, Town of Evansville  
Brad Murphy, Town of Bar Nunn  
Renee Penton-Jones, Natrona County  
Erik Aune, Town of Mills

Excused: Ken Thoren, Town of Edgerton

Absent: Debbie Peterson, Town of Midwest  
Shawn Johnson, City of Casper  
Kevin Hawley, City of Casper

Also Present: Brook Kaufman, CEO  
Chris Brown, Executive Director – WAGAN

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

IV. Moved by Mr. Ruble, seconded by Mr. Aune, and carried without dissent to approve the October 23, 2018 Meeting Minutes. (Exhibit 2)

V. **LEGISLATIVE UPDATE – CHRIS BROWN**

Mr. Brown spent 30 minutes sharing best practices for effective advocacy and gave an update regarding what to expect during the upcoming legislative session. Mr. Brown shared that industry priorities this session are: alternative funding for the Wyoming Office of Tourism, Tourism Improvement Districts, the Wyoming Film Production Incentive and passing the \$2.5 supplemental budget request from the Wyoming Office of Tourism. His office will monitor other bills as appropriate and communicate with the industry on needs and next steps. Ms. Kaufman will distribute Senator and Representative information to each board member post-meeting.

VI. **TREASURER'S REPORT -- TIFFANY GAMBLE**

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending October 31, 2018. Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to accept financial reports including CACVB checks 15791-15808; 16262-

16264 for a total of \$69,681.11 and CSA checks 6231-6233, 6500-6501, for a total of \$938.55. (Exhibit 3) (Exhibit 4)

**VII. OLD BUSINESS**

**A. CASPER SPORTS ALLIANCE/COWBOY STATE GAMES**

Mr. Murphy updated the board on the November 20, 2018 meeting at the Casper Events Center. John Giantonio, Director of Sports and Events, shared the status of CSA and Cowboy State Games along with challenges and opportunities for growth. The board would like to see Cowboy State Games held over 2 weekends in the winter and summer. There was further discussion about finding a new owner for the Bear Bait 8 bike race. Next steps were discussed, no action was taken.

**VIII. NEW BUSINESS**

**A. ORGANIZATIONAL CODE OF ETHICS**

Ms. Kaufman distributed a copy of Destination International's Organizational Code of Ethics for review and acceptance. Moved by Mrs. Gamble, seconded by Mr. Ruble and carried without dissent to adopt Destination International's Organizational Code of Ethics. The Code of Ethics will also be added to the Employee Handbook.

**B. CAPITAL EQUIPMENT AND REPLACEMENT POLICY**

Ms. Kaufman introduced the topic of developing a formal capital equipment and replacement policy for Visit Casper. Mr. Ruble suggested Ms. Kaufman inquire about capital tax breaks with Skogen, Cometto and Associates. Ms. Penton-Jones recommended allocating a percentage of revenue annually to a capital budget with a maximum and criteria for when and how the funds would be disbursed. Ms. Kaufman will follow-up with Skogen, Cometto and Associates and work on drafting a policy for the board's review.

**C. GOVERNOR'S CONFERENCE JANUARY 27-29, 2018**

Ms. Kaufman asked the board who is planning to attend the Governor's conference in Cheyenne in January. Ms. Penton-Jones and Mrs. Gamble are planning to attend, Mr. Murphy, Mr. Ruble and Mr. Aune are tentative.

**D. EMPLOYEE HANDBOOK REVIEW**

Ms. Kaufman shared there were changes to the Employee Handbook she'd like the board to consider: 1) Removing reference to a COO and replacing it with CEO, clarifying the vacation policy so there is no error in interpretation, creating a work from home policy and/or a vacation carry over policy and adding the Destination International's Organizational Code of Ethics. At this time, the board does not wish to entertain a work from home policy or change the vacation carry over policy. Ms. Penton Jones recommended that staff be asked to schedule a majority of their vacation at the beginning of the year. Moved by Mr. Murphy, seconded by Mrs. Gamble and approved without dissent to accept the other proposed changes to the handbook as presented.

**NOTHING ADDITIONAL**

**IX. COMMUNICATIONS REPORTS:**

**A. Staff/Organizational Update**

None

**B. Communication Organization**

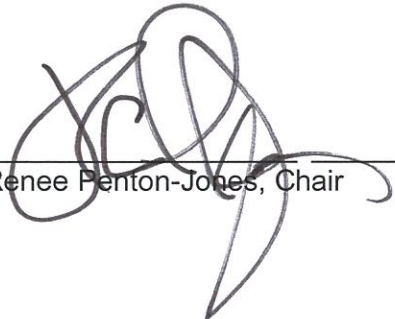
None

X. **COUNCIL COMMENTS:** None

XI. **PUBLIC COMMENTS:** None

XII. **UPCOMING MEETING DATE:** The next Council meeting is Tuesday, January 22, 2019, and will convene at 11:30 a.m. The location is TBD.

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



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Renee Penton-Jones, Chair



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Kevin Hawley, Secretary