

# Natrona County Travel & Tourism Council

## Casper Area Convention & Visitors Bureau

**PUBLIC MEETING MINUTES  
FRIDAY, MARCH 1, 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 Friday, March 1, 2019, at 11:30 a.m. at the Casper Area Economic Development Alliance. Roll call determined the presence of a quorum.

**II. ROLL CALL**

Present: 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  
Steve Freel, City of Casper\*\*  
Debbie Peterson, Town of Midwest

Excused: Tiffany Gamble, Natrona County  
Jim Ruble, Town of Evansville

Also Present: Brook Kaufman, CEO  
Scott Murray  
Roxy Skogen  
Erin Helm  
Tim Monroe  
John Giantonio\*  
\* *Entered meeting while in progress*  
\*\* *Non-voting member*

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

IV. Moved by Mr. Aune, seconded by Mr. Hawley, and carried without dissent to approve the January 22, 2019, meeting minutes. (Exhibit 2)

**V. TREASURER'S REPORT – BROOK KAUFMAN**

Ms. Kaufman reviewed financial reports and checks for the CACVB and CSA ending January 31, 2019. Moved by Mr. Thoren, seconded by Mr. Hawley and carried without dissent to accept financial reports including CACVB checks 16346-16377 for a total of \$115,652.87 and CSA checks 6512 for a total of \$1,243.72. (Exhibit 3)

### OLD BUSINESS

VI. **VENDOR MANAGEMENT POLICY**

The Board first reviewed the vendor management policy at the January 22, 2019, meeting. Ms. Kaufman incorporated the suggested changes in regard to contract review. Moved by Mr. Murphy, seconded by Mrs. Penton-Jones and carried without dissent to approve the proposed Vendor Management Policy. (Exhibit 4)

**VII. DESTINATIONS NEXT (DNEXT) ASSESSMENT**

Ms. Kaufman updated the Board on Visit Casper's timeline to deploy the DNext Assessment. Based on communication with Berkeley Young and Associates, Casper is scheduled to deploy the survey April 22. Data collection will be complete May 20<sup>th</sup> with the finalized report issued May 31<sup>st</sup>. The goal is 100 – 125 responses from local leaders. Moved by Mr. Hawley, seconded by Mr. Thoren and carried without dissent to move forward with the DNext Assessment through Destinations International. Mrs. Penton-Jones commented that in light of the most recent legislative session, the timing for executing this assessment is ideal.

**NEW BUSINESS**

**VIII. LEGISLATIVE UPDATE**

Ms. Kaufman shared the outcome of HB 66 (Statewide lodging tax) and HB 93 (Tourism Improvement Districts (TID)). There are no immediate next steps but Chris Brown, the Executive Director of the Wyoming Association of Governmental Affairs Network (WAGAN) requested that TID be an interim topic and potentially a committee bill for next year. The Board would like Ms. Kaufman to put thought into a "Casper Tourism Champion" program. Mr. Aune commented that education and advocacy are vital and that there seems to be a lack of understanding about how tourism impacts everyday life and the industries/businesses that support it. Mr. Hawley added that the organization should potentially look to partnerships to strengthen support for the industry.

**IX. 2019 – 2021 STRATEGIC PLAN**

In early February, Ms. Kaufman shared the first draft of a strategic plan for Visit Casper. The plan is a direct outcome from the strategic framework crafted by the Board/Staff in February 2018 with the help of Coraggio Group. The plan outlines what needs to be done, by who, and when, to reach organizational goals. Moved by Mr. Thoren, seconded by Mr. Hawley and carried without dissent to adopt the 2019 – 2021 Visit Casper Strategic Plan.

**X. STAFF REPORTS – NO QUESTIONS**

**XI. COMMUNITY ORGANIZATION - NONE**

**XII. COUNCIL COMMENTS**

Councilman Freel updated the board on the alcohol ordinance and the dog ordinance.

**XIII. PUBLIC COMMENTS**

Tim Monroe with the Wyoming Business Report shared that Natrona County International Airport will be hosting a FAM Tour in May for Delta, United and SkyWest to incentivize the carriers to add additional service from Casper.

Erin Helm with the Casper Area Chamber of Commerce updated the Board on recent changes with the Parkway Plaza, they are investing \$3.5M into the property and will open under the Clarion flag. The tower rooms will remain closed and they are scheduled to open Summer 2019.

John Giantonio, the previous Director for the Casper Sports Alliance, (CSA) asked the Visit Casper board for consensus on separating CSA from Visit Casper. He stated that the CSA board would have to approve changing their bylaws and then the two organizations would exist independently. In the separation he would like the property, including medals, merchandise and equipment, financial assets, the website, etc. Mr. Giantonio stated that he was responsible for starting CSA, brought back the Cowboy State Games (CSG) and wants to see the Bear Bait 8 Race and the 3x3 Basketball Tournament grow. He would also like to resurrect the winter triathlon, the criterium and work with the University of Wyoming on their adaptive sports program for Veterans. Mr. Aune asked how he would make money. Mr. Giantonio shared that the CSG events and the Bear Bait 8 race already make money. Mr. Hawley asked for clarification on what Mr. Giantonio was asking for. (See above.) He believes there is no loss to the Visit Casper board if they agree to a separation. The board thanked Mr. Giantonio for his time.

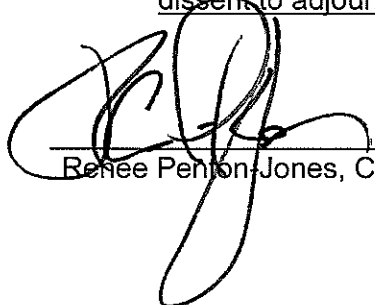
**XIV. EXECUTIVE SESSION:**

Moved by Mr. Thoren, seconded by Ms. Peterson and carried without dissent to move into executive session at 12:36 p.m.

Moved by Mr. Murphy, seconded by Mr. Hawley and carried without dissent to adjourn from executive session at 12:52 p.m.

**XV. NEXT COUNCIL MEETING:** Tuesday, March 26, 2019. Location TBD.

**XVI. ADJOURNMENT:** Moved by Mr. Aune, seconded by Ms. Peterson and carried without dissent to adjourn the meeting.

  
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Renee Penion-Jones, Chair

  
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Kevin Hawley, Secretary