

# Natrona County Travel & Tourism Council

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## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, APRIL 23, 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, April 23, 2019, at 11:33 a.m. at the Casper Area Convention & Visitors Bureau. 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  
Tiffany Gamble, Natrona County

Excused: Jim Ruble, Town of Evansville

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

Also Present: Brook Kaufman, CEO  
Jennifer Forsberg, Operations Manager  
Brendan LeChance, Oil City News

*\* Entered meeting while in progress*

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

IV. Moved by Mr. Hawley, seconded by Mr. Murphy, and carried without dissent to approve the March 1, 2019, meeting minutes. (Exhibit 2)

V. **TREASURER'S REPORT – MRS. GAMBLE.**

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending February 28, 2019. Moved by Mr. Hawley, seconded by Mr. Murphy and carried without dissent to accept financial reports including CACVB checks 16378-16418 for a total of \$118,897.93 and CSA checks 6513-6517 for a total of \$65,195.55. (Exhibit 3)

VI. Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending March 31, 2019. Moved by Mr. Hawley, seconded by Mr. Murphy and carried without dissent to accept financial reports including CACVB checks 16419-16447 for a total of \$87,844.32 and CSA checks 6518-6521 for a total of \$5,039.48. (Exhibit 4)

## OLD BUSINESS

### VII. DNEXT SCHEDULE/UPDATE

Ms. Kaufman shared that the DNEXT survey for Natrona County is near complete and that it will be ready to deploy the week of April 29, 2019. Partners who have agreed to distribute the survey include CAEDA, Rotary Club and the Casper Area Chamber of Commerce. Berkeley Young will be in Casper June 19, 2019, to present the results to staff, board, partners and stakeholders.

### VIII. 2018-2019 BUDGET PROJECTS

Ms. Kaufman shared occupancy and average daily rate for the past two years and reviewed the STR forecast report. She is recommending the organization budget flat for next year. Mrs. Gamble shared that based on collections the last few years, the organization should budget flat to actuals. The budget committee will meet in May to review the budget in detail.

## NEW BUSINESS

### IX. WEBSITE UPDATE

Mrs. Scherlin updated the Board on the process and timeline for launching the new website. Several board members have had the opportunity to review the wireframe and graphics and gave their thumbs up. The new site will be live in late July or early August and will tie directly to Visit Casper's current CRM. (Simpleview.)

### X. NATIONAL TRAVEL AND TOURISM WEEK

Ms. Kaufman share the activities planned for National Travel & Tourism week including the Power of Tourism breakfast that will be held in partnership with the Chamber of Commerce Wednesday, May 8, 2019, from 7:15am – 9:00am at the Ramkota Hotel & Conference Center. The Board is asked to participate if possible.

### XI. CNFR 2019 HOSPITALITY NIGHT

Visit Casper will host hospitality night at CNFR on Thursday, June 13, 2019. The time is TBD. Board members are asked to attend if their schedule allows.

### XII. 2019 DESTINATIONS INTERNATIONAL ANNUAL CONVENTION

In anticipation of receiving the Destination Marketing Accreditation designation, Ms. Kaufman invited board members to consider attending the 2019 Destinations International Annual Convention in St. Louis July 23 – 25, 2019. Visit Casper will be recognized at convention for receiving this prestigious designation.

**XIII. BOARD RE-APPOINTMENTS**

Mr. Ruble and Mrs. Renee Penton-Jones have indicated their desire to remain on the Visit Casper board for another 3-year term. Ms. Kaufman has not connected with Ms. Peterson to confirm her interest. Mrs. Penton-Jones, Mr. Aune and Mrs. Gamble have volunteered to be on the nomination committee for 2019-2020.

**XIV. GRANT REVIEW**

**SPECIAL OLYMPICS WYOMING FALL TOURNAMENT:** Requested \$3,500. The Grant Committee recommended \$3,500.

**TRIBUTE TO THE GREAT AMERICAN COWBOY:** Requested \$2,500. The Grant Committee recommended \$0.

**WYOMING COACHES FOUNDATION:** Requested \$5,000. The Grant Committee recommended \$2,500.

**WYOMING SHRINE BOWL:** Requested \$5,000. The Grant Committee recommended \$0.

**GARDEN CREEK VOLLEYBALL CLUB:** Requested \$3,500. The Grant Committee recommended \$3,500.

**WYOMING AMATEUR WRESTLING ASSOCIATION:** Requested \$15,000. The Grant Committee recommended \$7,500.

**CASPER COLLEGE FOUNDATION – T-BIRD TREK:** Requested \$500. The Grant Committee recommended moving this request to partnerships under 5150 Local.

**NATRONA COUNTY SCHOOL DISTRICT FIRST LEGO LEAGUE WYOMING STATE CHAMPIONSHIP:** Requested \$1,500. The Grant Committee recommended \$1,500.

**NATRONA COUNTY SCHOOL DISTRICT TECH CHALLENGE WYOMING STATE CHAMPIONSHIP:** Requested \$1,500. The Grant Committee recommended \$1,500.

**CASPER SOCCER CLUB – FALL CLASSIC:** Requested \$2,500. The Grant Committee recommended \$2,500.

**CASPER SOCCER CLUB – WYOMING STATE CUP:** Requested \$3,000. The Grant Committee recommended \$3,000.

**PROUD TO HOST THE BEST:** Requested \$25,000. The Grant Committee recommended \$25,000. Mr. Hawley recommended that the Board consider another \$10,000 matching grant for Proud to Host the Best. Mr. Murphy asked if Visit Casper had the money. Ms. Kaufman indicated that money could be reallocated in the budget if the Board wanted to move forward with a match. The matching funds were tabled until the next meeting, Ms. Kaufman will research amounts available.

(Exhibits 6-17)

Moved by Mr. Hawley, seconded by Mr. Thoren and carried without dissent to accept the Grant Committee's recommendations as presented.

The Board asked Ms. Kaufman to pull together a spreadsheet of all grants awarded in the past few years and include est. sales and lodging tax collections, earned media value and economic impact so they could fund grants in order of return. Ms. Kaufman will share this data with the Board before the May board meeting.

NOTHING ADDITIONAL

XV. **STAFF REPORTS**

Mr. Thoren asked about the bus arrangement with Wyoming Stage lines. They would like to partner with Visit Casper on reduced motor coach pricing. Ms. Kaufman will send additional details to the board post-meeting. (Exhibit 18)

XVI. **COMMUNITY ORGANIZATION**

Mr. Murphy shared that the Casper Events Center will not be rescheduling the Old Dominion concert.

XVII. **COUNCIL COMMENTS - NONE**

XVIII. **PUBLIC COMMENTS – NONE**

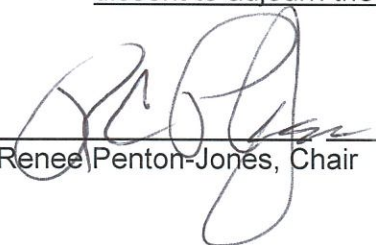
XIX. **EXECUTIVE SESSION:**


Moved by Mr. Hawley, seconded by Mrs. Gamble and carried without dissent to move into executive session at 12:50 p.m.

Moved by Mr. Thoren, seconded by Mrs. Gamble and carried without dissent to adjourn from executive session at 1:17 p.m.

XX. **NEXT COUNCIL MEETING: Tuesday, May 28, 2019.**

XXI. **ADJOURNMENT: Moved by Mr. Hawley, seconded by Mr. Aune and carried without dissent to adjourn the meeting.**

  
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Renee Penton-Jones, Chair

  
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Kevin Hawley, Secretary