

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, OCTOBER 22, 2024 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order on Tuesday, October 22, 2024, at 11:33 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Dan Foote, Bar Nunn
Lisa Engebretsen, City of Casper
Tassma Powers, Town of Evansville
Sabrina Kemper, City of Mills

Excused: Katie Arnold, Town of Edgerton
Tiffany Gamble, Natrona County
Mike Cevasco, Town of Midwest
Renee Penton-Jones, Natrona County

Also Present: Tyler Daugherty, CEO
Terri Weinhandl, Operations Manager
Liz Bowers, Analytics & Social Media Coordinator
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Coordinator
Shelby Kraus, Business Sales Manager
Cait O'Neal, Sales Project Manager
Tia Troy, Lightning Bug Public Relations (Zoom)
Glenn Gardner, Wyoming Office of Tourism (Zoom)

Mr. Montgomery recognized that Daniel Foote is in attendance as the replacement for Kirk Goodman representing the Town of Bar Nunn.

CONSENT AGENDA

III. Mr. Montgomery asked for a motion to approve the consent agenda.

Moved by Ms. Kemper, seconded by Ms. Engebretsen, carried without dissent to approve the consent agenda. (Exhibit 1)

OLD BUSINESS

IV. 1ST QUARTER LODGING TAX RECEIPTS

The FY25 Q1 was the best ever with lodging tax receipts over \$822,000, putting Visit Casper on good footing going into the 2nd quarter.

V. CASPER STORIES UPDATE

Wayne Stewart gave an update on the progress of the Casper Stories project which will be six stories, 2-3 minutes in length of tourism assets in the community.

NEW BUSINESS

VI. BLM & TRAILS CENTER NEGOTIATIONS

Visit Casper is currently working without an MOU with the BLM at the trail center, but working in good faith as Visit Casper has representation at the Welcome Center with their part-time employees. The goal is by the end of October to have a working MOU in place for the next five years. The BLM is going through this process with all of its vendors, which is why it is taking so long. Visit Casper is asking for a security clearance for after-hours access. Visit Casper might want to film at the trail center in an evening setting. Once the MOU is complete it will be sent to legal for approval. Mr. Daugherty is hoping to have an update in the next couple of weeks.

VII. SPEC TAX UPDATE

The Spec Tax, a specific purpose sales and use tax, is an optional 6th cent sales tax to fund up to eight capital projects that will be on the November 5, 2024 ballot for Casper residents only. Residents can vote for one, all, or none of the projects. They do not vote for a tax. The tax will go away once the project funds are raised or for two years, whichever comes first.

VIII. OPEN BOARD SEAT – BAR NUNN

The Town of Bar Nunn Town Council took action on the appointment of Dan Foote to the NCTTC at their October 15, 2024 meeting. Dan is the Director of Partnerships at the Ford Wyoming Center and replaces Kirk Goodman.

IX. CEO UPDATE

The selection committee consists of Cole Montgomery, Tiffany Gamble, Tassma Powers, Sabrina Kemper and Rene Penton-Jones. Winner Partners presented the committee with eight candidates. The committee is currently in the interview process of four final CEO candidates and will hold Zoom interviews the week of October 21, 2024. The board will fly 2-3 candidates to Casper the week of November 4, 2024 for 3-4 days for community tours,

presentations for partners and stakeholders along with meet and greet sessions, and staff interviews. The board is sorry to see Mr. Daugherty leave. The Visit Casper staff continue to do awesome work. The board appreciates what you do. Mr. Montgomery will have an update on the candidates by the end of the week.

COMMUNICATION REPORTS

X. STAFF REPORTS – SALES & MARKETING

Summary of report highlights.

XI. LIGHTNING BUG PUBLIC RELATIONS – *Tia Troy*

Tia said that in relation to the Q1 lodging tax collections, the Visit Casper Marketing and Sales Teams are doing a fantastic job in making sure that people choose to come to Casper. Other destinations are not doing as well.

The October monthly newsletter will highlight the FY25 1st quarter lodging tax, Visit Casper's newest board member and the rebrand of Proud to Host the Best to "Compete Casper", along with Marketing and Sales highlights.

Tia is working with Wayne on a winter pitch with Hogadon to incentivize choosing Casper for a skiing vacation especially from the front range and other Wyoming destinations, and the VCA program. Put out a targeted sports pitch last week to 10 freelance writers and sports focused publications that Casper is the place to go in the west for sports tourism.

Helping with the 2024 travel guide and gearing up for CNFR.

XII. COUNCIL COMMENTS

XIII. PUBLIC COMMENTS

XIV. NEXT MEETING: TBD

XV. EXECUTIVE SESSION

XVI. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Kemper, seconded by Ms. Engebretsen, carried without dissent to adjourn at 12:27 p.m.



Cole Montgomery, Chair



Renee Penton-Jones, Secretary