

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, OCTOBER 24, 2023 CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, October 24, 2023, at 11:35 a.m. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Cole Montgomery, City of Casper  
Katie Arnold, Town of Edgerton  
Kirk Goodman, Town of Bar Nunn  
Lisa Engebretsen, City of Casper  
Mike Cevasco, Town of Midwest  
Renee Penton-Jones, Natrona County  
Sabrina Kemper, City of Mills  
Tiffany Gamble, Natrona County

Excused: Tasma Powers, Town of Evansville

Also Present: Tyler Daugherty, CEO  
Terri Weinhandl, Operations Manager  
Luke Gilliam, Director of Business Development & Sales  
Amanda Sewell, Destination Experience Coordinator  
Liz Bowers, Analytics & Social Media Coordinator  
Wayne Stewart, Director of Marketing & Communications  
Tia Troy, Lightning Bug Public Relations (via Zoom)  
Tammi Chappell, Hampton Inn & Suites  
Rhonda Schulte, Oil City News  
Shelby Watson, Holiday Inn – East Casper

#### CONSENT AGENDA

III. Mrs. Gamble asked for a motion to approve the consent agenda.

Moved by Mrs. Penton-Jones, seconded by Ms. Kemper, carried without dissent to approve the consent agenda. (Exhibit 1)

#### OLD BUSINESS

IV. BRAND REFRESH – STAKEHOLDER MEETING

- Is there an increase in visitation to the Visit Casper website from those locations?
  - Campaign ends in October
- The Over the Top (OTT) streaming campaign performs really well.
  - The technology delivers streamed content over the internet.
  - Key tracking analytics above industry average.
  - Audience went to Visit Casper website within 4-8 hours after seeing ad.
- STR Data Report
  - Tracks the occupancy and average daily rate at local hotels
  - Current year and previous year comparisons by month

**XII. COUNCIL COMMENTS**

Ms. Arnold shared that Midwest/Edgerton is getting ready to kick off their Halloween events. The holiday bizarre starts November 4. She is working on getting their community information out on social media.

Ms. Engebretsen is on a Facebook page "Moving to Wyoming" for real estate purposes. She pointed out that a lot of people are wanting to move to Wyoming and asking what the difference is between Cody and Casper. This may be a good opportunity to showcase Casper. Visit Casper will check out the website and offer a redirect to Choosecpr.com or VisitCasper.com for individuals to request a relocation packet

**XIII. PUBLIC COMMENTS**

Ms. Chappel said her company should be starting the new hotel in Casper within a couple of weeks and announce the name of the new hotel next month.

The Visit Casper open house is December 6, 2023, at the Visit Casper and Advance Casper offices from 4:30 p.m. – 6:30 p.m.


**XIV. NEXT MEETING:** Tuesday, November 28, at 11:30 a.m.

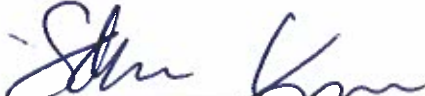
**XV. EXECUTIVE SESSION**

None.

**XVI. ADJOURNMENT**

Moved by Ms. Kemper, seconded by Mrs. Penton-Jones, carried without dissent to adjourn at 12:03 p.m.

  
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Tiffany Gamble, Chair

  
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Sabrina Kemper, Secretary

Visit Casper is in the process of a brand refresh with Madden Media. The process will take 4-6 months with Madden looking at visitor data, and the Visit Casper color palette, text and how they flow. As part of the process, Visit Casper held two meetings for stakeholder engagement to look at key words that come to mind when you think of Casper, what you want Casper to be, and how that will impact the overall branding message and campaigns moving forward.

Kaylen Marketing recently conducted a community survey with approximately 2,000 responses. The goal was 1,000 participants. Kaylen Marketing is still reviewing the data before the survey results will be released by the end of January 2024.

## **NEW BUSINESS**

### **V. NEW BOARD MEMBER**

Mrs. Gamble welcomed Kirk Goodman, General Manager of the Ford Wyoming Center as the newest board member representing the Town of Bar Nunn. Mr. Goodman replaces Tom Brauer.

### **VI. WYOMING FALL SUMMIT**

The Visit Casper team will be attending the Wyoming Office of Tourism Fall Summit in Yellowstone October 25 – October 27, 2023. The Summit will be a great opportunity to meet and interact with other tourism professionals from around the state.

### **VII. CREATIVE COORDINATOR POSITION**

The job posting for the Creative Coordinator Position has been posted. The job responsibilities have been tweaked to include writing in order to tell our story. The target start date is January 2, 2024.

### **VIII. 5150' WINTER FESTIVAL**

This idea was born from a Fly Casper discussion about the lag in hotel occupancy and visitors during the winter months. The festival will take place from Saturday, January 27 through Sunday February 4, 2024. It will include:

- A film festival that will show independent films at Frontier Brewery and possibly other locations.
- A photography exhibit at the NIC and Art 321.
- A snow sculpting competition at David Street Station with four teams of four. Two teams have already committed to the event.
- A rail jam to bring Hogadon to downtown. The group is still trying to figure out the engineering to make sure it will be structurally sound with a uni slope and rail down the middle of the slope for snowboarders and skiers to perform tricks.

The festival will help kick off 5150' Restaurant Week which will start February 3, 2024.

## COMMUNICATION REPORTS

### IX. STAFF REPORTS

See Sales & Marketing Reports below.

### X. LIGHTNING BUG PUBLIC RELATIONS

Reminder of information from September board meeting:

- Casper was included in a morning show in Tampa, Florida.
- 303 Magazine in Denver did a story called "Experience the Last of the Western Frontier" with a weekend getaway to Casper, Wyoming.
- Working with Amanda to promote the Hell's Half Acre project.
- Working with Wayne to prepare for the winter press trip, finalizing the itinerary and attendees.

### XI. SALES & MARKETING REPORTS

#### Sales - Luke Gilliam

- Amanda Sewell has been doing great since joining the Sales team.
  - Works with state associations.
  - Excited for all that's going to happen and grow for Visit Casper.
- The events calendar shows the economic impact of bringing events to the community.
  - Gaps in the events calendar can be addressed at trade shows.
- NJCAA Championships
  - Town hall meeting - sponsorship push for funding.
  - Championship packet for coaches and schools.
  - Event is making progress.

#### Marketing – Wayne Stewart

- Pod cast advertising
  - QR codes to scan
  - When are people listening?
  - Interaction based on cell phone data
  - Engagement activity
- Jeffrey Star store blog
  - Just under a thousand hits
  - #1 search result for Google on "Jeffrey Star Casper" search
- Carvertise campaign
  - Moving billboard
  - Seen by millions of people
  - Simpleview website research