

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, NOVEMBER 28, 2023 CASPER, WYOMING

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, November 28, 2023, at 11:34 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
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
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

Excused: Katie Arnold, Town of Edgerton

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
Tammi Chappell, Hampton Inn & Suites
Rhonda Schulte, Oil City News
Roxy Skogen, Skogen, Cometto & Associates
Jordan Dobrenz, PMCH
KieLee Schlidt, PMCH
Cindy Larralde Kretzer, PMCH
Dave North, Natrona County Commissioner

CONSENT AGENDA

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

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

OLD BUSINESS

IV. 5150' WINTER FESTIVAL

- Frontier Brewing will be the primary location for the film screenings, which will include features, documentaries, and short films, and will run Thursday through Sunday.
- The NIC and ART 321 will host the photography exhibits featuring photos from around the state of Wyoming and will be dependent on the number of photos that are submitted.
- The snow sculpting event will take place at David Street Station and will consist of four teams of four carving into 8'x6'x6' blocks of snow. To date, two teams have committed to the event.
- The rail jam will be constructed and inspected and approved by the Casper Fire Department. The mini slope will be 20' to 25' feet high. The potential new location is the parking lot at the Thyra Thomson Office Building.

V. CREATIVE COORDINATOR UPDATE

The applicant pool has been narrowed to two. Each applicant was given a homework assignment for creative concepts. Interviews will take place the week of December 4 with potential start date of early January 2024.

NEW BUSINESS

VI. FY23 AUDIT

PMCH gave an overview of the audit findings and recommendations. All are outlined in the audit letter addressed to the NCTTC.

Moved by Ms. Powers, seconded by Ms. Engebretsen, carried without dissent to approve the audit findings as presented.

VII. APPROVAL OF DEPOSITORIES RESOLUTION AND SIGNATURE RESOLUTION

Per Wyoming statute, the board must annually approve by resolution local banking depositories for council funds. This action must appear in the board minutes. A motion was made to approve a revised resolution with depositories listed as follows:

- Wyoming Government Investment Fund
- Hilltop National Bank
- First Interstate Bank
- First State Bank
- Jonah Bank

Moved by Ms. Powers, seconded by Mr. Montgomery, carried without dissent to approve the depositories resolution as amended.

There was discussion about approving and signing the resolutions in July at the start of a new fiscal year budget or in January when new board members are selected.

VIII. 2021 MASTER PLAN UPDATE

The master plan is a roadmap to bigger projects. Visit Casper is working with Darren Rudloff for a progress report on completed projects to include the Visit Casper bus and wayfinding signage. Visit Casper is hoping to present an updated master plan to the board in January.

COMMUNICATION REPORTS

IX. STAFF REPORTS

See Sales & Marketing Reports below.

X. LIGHTNING BUG PUBLIC RELATIONS

No report.

XI. SALES & MARKETING REPORTS

Sales - Luke Gilliam

- The Q4 lead share is 200+ with active hotel partners.
- Tradeshow schedule for 2024.
- The Wyo Ranch schedule.
- State association sales blitz with the governor's conference.
- Visit Casper will host an informational meeting with local sports organizations, city reps, WHSAA reps, to discuss the referee and officials pool for local sport events. Topics for discussion will include:
 - The process to hire/train/pay officials.
 - WHSAA.
 - Certifications.
 - Youth sports service from a ref standpoint.
 - Funnel training through one source.
 - Baseball and hockey are different – not through school sports.
 - National group – Dragonfly – training rules.
 - Unified voice where you get certified.
 - Different age groups/leagues.
 - Different rules.

Marketing – Wayne Stewart

- The 2024 visitor guide will go to the printer by December 18.
- The Logan Wilson campaign will have a second post in early December.
- The Carvertise marketing campaign has ended.
 - Visit Casper will analyze the website traffic with Simpleview.

- Road to Yellowstone campaign is doing well.
 - The new graphics performed better than last year.
 - Report in January the kit order numbers.
- The Madden brand re-fresh will continue with the Road to Yellowstone campaign.
- Seeing a lot of success and traffic with search engine marketing campaigns.

XII. COUNCIL COMMENTS

Mr. Goodman shared that the Pentatonix concert was a great success even with the building's shortcomings and longer concession lines. The Broadway shows have poor ticket sales. The locker room upgrades are going well. The first two locker rooms should have a mid-December completion date.

Mr. Cevalco reported there is no new update on the wind henge project in Midwest.

XIII. PUBLIC COMMENTS

Mr. Daugherty encouraged attendees to stop by the Visit Casper and Advance Casper open house Wednesday, December 6, 2023.

Lodging tax receipts for the first four months of the fiscal year are the most ever received.

Ms. Chappel shared that the contractors are doing the dirt/foundation work for the new Hyatt Place hotel. The new hotel location is at Walsh & Forest and will have 100 rooms. Construction will take 18 months.

XIV. NEXT MEETING: Tuesday, January 23, 2024, at 11:30 a.m.

XV. EXECUTIVE SESSION

None.

XVI. ADJOURNMENT

Moved by Mrs. Penton-Jones, seconded by Mr. Cevalco, carried without dissent to adjourn at 12:28 p.m.



Tiffany Gamble, Chair



Sabrina Kemper, Secretary