

Natrona County Travel & Tourism Council Visit Casper

PUBLIC MEETING MINUTES WEDNESDAY, FEBRUARY 25, 2025 – 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, February 25, 2025, at 11:37 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Dan Foote, Bar Nunn
Pat Sweeney, City of Casper
Renee Penton-Jones, Natrona County
Sabrina Kemper, City of Mills
Tassma Powers, Town of Evansville

Excused: Katie Arnold, Town of Edgerton
Mike Cevasco, Town of Midwest
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

Also Present: Annette Pitts, 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
Glenn Gardner, Wyoming Office of Tourism (Zoom)
Tia Troy, Lightning Bug Public Relations (Zoom)
Dave North, Natrona County Commissioner

CONSENT AGENDA

- III. Mr. Montgomery asked for motion to approve the February 25, 2025, consent agenda and the January 21, 2025, meeting minutes.

Moved by Ms. Kemper and seconded by Mr. Foote, carried without dissent.
(Exhibit 1)

- IV. Mr. Montgomery asked for a motion to approve the January 21, 2025, consent agenda and the November 20, 2024, meeting minutes.

Moved by Mrs. Penton-Jones and seconded by Ms. Kemper, carried without dissent. (Exhibit 2)

CEO REPORT

- V. Ms. Pitts introduced the new monthly scorecard which includes three categories: accommodations, sales, and marketing. This style of reporting will allow for year over year performance information and comparison. The scorecard will replace the current marketing report.

Organizational structure changes have been made to centralize skill sets and allow employees to thrive. Sales Department changes include Shelby Kraus specializing in managing sports events and Cait O'Neal managing conferences, groups and meetings. In the Marketing Department, Liz Bower will work on community relations and Wayne Stewart will cover research and analytics with which to strategically direct overall marketing programming. There are plans to hire a Content Manager by the end of fiscal 2025 and hope to onboard a Research & Information Systems Manager in 2026. The new organizational structure takes effect April 1, 2025.

Ms. Pitts gave an overview of the CEO report covering organizational systems, culture, major projects and next steps in moving Visit Casper forward.

Organizational systems evaluated include CRM usage, project management software, current website vendor, current contract with geolocation vendor, using Cvent to facilitate meetings and group bookings, and developing a process for qualifying destination development projects.

COMMUNICATION REPORTS

VI. STAFF REPORTS – SALES & MARKETING

Staff gave a summary of report highlights.

- Casper will continue to host the WHSAA State Championships through 2030.
- The redesigned Visit Casper website is set to launch March 5, 2025.
- The Impact Grant and Marketing Co-op application cycle will open in late March 2025.
- Restaurant Week and the International Film Festival were successful.
- CNFR will take place June 15-21, 2025.
- Five influencers are lined up for CNFR.
- The Mercantile Trade Show will take place at the Wyo Sports Ranch during CNFR.

(Exhibit 3)

VII. **LIGHTNING BUG PUBLIC RELATIONS** – *Tia Troy*
No report.

VIII. **COUNCIL COMMENTS**

Dan Foote shared that the recent chili cook-off that took place at the Ford Wyoming Center was the most attended since 2017.

Pat Sweeney shared that the Casper City Council is starting the budgeting process for the city. It will be a priority-based budget.

IX. **PUBLIC COMMENTS**

None.

X. **NEXT MEETING:** Tuesday, March 18, 2025, 11:30 a.m.


XI. **EXECUTIVE SESSION**

None.

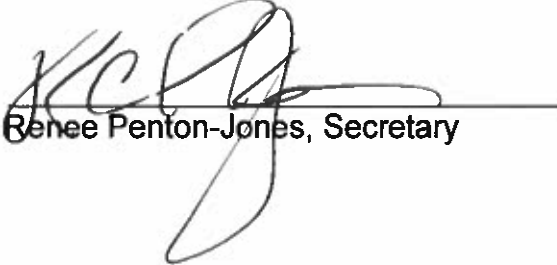
XII. **ADJOURNMENT**

Mr. Montgomery asked for a motion to adjourn.

Moved by Mrs. Penton-Jones, seconded by Ms. Kemper, carried without dissent to adjourn at 12:25 p.m.



Cole Montgomery, Chair



Renee Penton-Jones, Secretary