

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES THURSDAY, FEBRUARY 29, 2024 CASPER, WYOMING

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, February 29, 2024, at 11:36 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: 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: Cole Montgomery, City of Casper
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
Tia Troy, Lightning Bug Public Relations (Zoom)
Glen Gardner, Wyoming Office of Tourism (Zoom)
Rhonda Schulte, Oil City News

CONSENT AGENDA

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

Moved by Mrs. Kemper, seconded by Mr. Cevasco, carried without dissent to approve the consent agenda. (Exhibit 1)

OLD BUSINESS

IV. WINTERFEST RECAP

Mr. Daugherty gave a recap of the week's events and is hopeful that next year's event will be even more successful.

V. LODGING TAX YTD

The board was given a summary with a historical review of lodging tax receipts for FY19 through FY24 year to date. Lodging tax for FY24 will exceed the \$2M budget, requiring a budget amendment in May or June.

NEW BUSINESS

VI. FY23 & FY24 DESTINATION DEVELOPMENT PROJECTS

Mr. Daugherty gave an update on completed, current and future projects made possible by the Wyoming Office of Tourism (WOT) Destination Development Grant funds. The project cost report for the grant is due to the WOT by June 30, 2024. Visit Casper will receive a second \$600,000 grant July 1, 2024.

VII. FY24 YEAR END PROJECTS & EVENTS

The board received a report on projects and events that will take place through the first part of June to include state high school tournaments for wrestling, basketball and track, the NJCAA Women's Division 1 Basketball Championship, National Travel & Tourism Week, the International Round-Up, and the CNFR 25th Anniversary.

COMMUNICATION REPORTS

VIII. STAFF REPORTS

See Sales & Marketing Reports below. (Exhibit 2)

IX. LIGHTNING BUG PUBLIC RELATIONS

- Casper hosted a small group winter press trip. Those attending were very impressed with Casper.
- Thrillist magazine put out an article on the year of the cowboy and how to experience the west, with mention of CNFR in Casper.

X. SALES & MARKETING REPORTS

Sales – Amanda Sewell

Ms. Sewell gave highlights of what will take place during International Round-up to showcase Casper.

Marketing – Liz Bowers

Ms. Bowers gave an overview of highlights from the marketing report.

XI. COUNCIL COMMENTS

Mr. Goodman shared events taking place at the Ford Wyoming Center. The Ford Wyoming Center is busy through fall.

Mrs. Engebretsen shared that the City of Casper received a grant from the Wyoming Business Council for a sewer line.

Mrs. Gamble shared that David Street Station (DDS) is working towards a 501(c)(3) that should be finalized soon, and as a result, DDS is looking for an Executive Director.

XII. PUBLIC COMMENTS
None.

XIII. NEXT MEETING: Tuesday, March 26, 2024, at 11:30 a.m.

XIV. EXECUTIVE SESSION
None.

XV. ADJOURNMENT

Mrs. Gamble asked for a motion to adjourn.

Moved by Ms. Powers, seconded by Mr. Goodman, carried without dissent to adjourn at 12:14 p.m.



Tiffany Gamble, Chair



Sabrina Kemper, Secretary