

# Natrona County Travel & Tourism Council

## Visit Casper

---

### PUBLIC MEETING MINUTES TUESDAY, MARCH 28, 2023 CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble asked for introductions and welcomed the two new Visit Casper team members, Wayne Stewart and Liz Bowers.

Mrs. Gambled called the public meeting of the Natrona County Travel and Tourism Council to order on Tuesday, March 28, 2023, at 11:35 a.m. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Tiffany Gamble, Natrona County  
Renee Penton-Jones, Natrona County  
Ken Thoren, Town of Edgerton  
Cole Montgomery, City of Casper  
Sabrina Kemper, City of Mills  
Mike Cevasco, Town of Midwest \*  
Lisa Engebretsen, City of Casper  
Tom Brauer, Town of Bar Nunn  
Tassma Powers, Town of Evansville

Also Present: Tyler Daugherty, CEO  
Angie Volzke, Creative Coordinator  
Terri Weinhandl, Executive Assistant  
Luke Gilliam, Business Development Manager  
Amanda Sewell, Destination Experience Coordinator  
Liz Bowers, Analytics & Social Media Coordinator  
Wayne Stewart, Director of Marketing & Communications  
Tammi Chappel, Hampton Inn & Suites  
Tia Troy, Lightning Bug Public Relations (*via Zoom*)  
Glenn Gardner, Wyoming Office of Tourism (*via Zoom*)

\*Arrived at 11:45

#### CONSENT AGENDA

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

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

#### OLD BUSINESS

#### IV. BOARD RETREAT RECAP

Mr. Daugherty gave a recap of the March 6, 2023 board retreat. Darren Rudloff led the session. It was very productive with good conversations. Mr. Rudloff is working on the final product for the Executive Committee's approval after which it will be sent out to

everyone for implementation and use as a living document. Mr. Daugherty felt it was an appropriate time with new faces on the board and in the organization.

## **NEW BUSINESS**

### **V. WELCOME WAYNE & LIZ**

Mr. Daugherty introduced Wayne Stewart and Liz Bowers, who both started March 22. Mr. Daugherty is excited to have them on board. Each gave a brief summary of their education and work experience.

### **VI. NEW COUNCIL APPOINTMENT FOR THE TOWN OF EVANSVILLE**

Mr. Daugherty introduced Tassma Powers as the new representative for the Town of Evansville and welcomed her to the NCTTC.

### **VII. COMMITTEE(S) APPROVAL**

Mr. Daugherty reached out to the board members about committees to review the bylaws, the budget, and a destination marketing fee (DMF) committee. Mr. Daugherty proposed that the NCTTC set up committees to review the bylaws, the budget, and a destination marketing fee committee.

Moved by Mr. Montgomery, seconded by Mrs. Penton-Jones, carried without dissent to approve the committees as proposed.

### **VIII. NATIONAL TRAVEL & TOURISM WEEK**

National Travel & Tourism Week is May 8 – May 13, 2023. Visit Casper will kick off the week-long activities with trivia night at Frontier Brewing on May 2. Monday, May 8 will include an update for those who made the first cut in the Business Challenge. FAM tours are scheduled for the week. Wednesday will include media workshops put on by Lightning Bug Public Relations free of charge. The annual breakfast will take place on Friday at the NIC with a presentation from Mr. Daugherty on where we've been and where we are going now. There will also be a sports panel with a representative from Proud to Host the Best, Trevor Wilson from WHSAA, and the Ford Wyoming Center. Youth sports will be a big goal moving forward. There will be Q & A session with their thoughts on the importance of youth sports in the area. There will also be an activity later that morning with Historic Trails West. On Saturday, Mr. Daugherty and Mr. Gilliam will compete in a 48-48-48 Pickle Ball game for the Guinness Book of World Records of 48 games - in 48 days - in 48 states.

## **COMMUNICATION REPORTS**

### **IX. STAFF REPORTS**

The 2023 Casper Area Impact Grant (CAIG) application period is April 3 through May 19. Visit Casper held two town hall meetings on Monday, March 27, to inform attendees of the CAIG application requirements, funding criteria, eligibility, recognition requirements, reporting requirements and the grant cycle timeline. Although attendance was low, those attending had great questions and provided good feedback.

Mr. Daugherty shared that the US Biathlon National Championships took place on Casper Mountain the weekend of March 24-26, with 150 athletes competing. The event

went very well due to the efforts of community partners, Natrona County departments, volunteers, and the efforts of Visit Casper team members Luke Gilliam and Amanda Sewell. (Exhibit 2)

X. **LIGHTNING BUG PUBLIC RELATIONS**

- Working with Tyler and the Visit Casper team on media releases announcing the hiring of Wayne and Liz.
- The newsletters have been handed back over to the Visit Casper team.
- The Denver media mission is in April. Both Wayne and Tia will meet with various members of Denver media market.
- A media FAM is scheduled during national tourism week in May.
- CNFR promotions continue with news releases and influencers.
- USA Today will publish an article on the Casper Marathon celebrating its 20<sup>th</sup> anniversary and being one of the most scenic half marathons to run. The article will bring national coverage and recognition to the event.
- Working to schedule an interview between Tyler and a reporter for local coverage on the Casper Area Impact Grant cycle.
- Tia will work with Tyler to get information out about the business challenge.

XI. **SALES REPORT**

Sales is working on several projects:

- Casper College is providing Disney Hospitality training to the community with an emphasis on hospitality.
- Updating sales assets.
- Working on a regional sales push.
- Continue to work on possibilities with the vacant spaces at the Eastridge Mall.
- Events and numbers have been added to the economic impact spreadsheet showing an increase of \$27M to \$36M.
- Luke and Amanda will be attending one or both of two tradeshows:
  - NW Spotlight
  - International Round-up (IRU)
- Casper will be hosting IRU in 2024 and 2025. IRA continues to look for a long-term location to host the tradeshow.
- No decision has been made by NJCAA. Casper and Lubbock TX remain the final two locations. NJCAA is looking to move the tournament to the third week of March. Visit Casper is hoping for a decision announcement in mid-April.

XII. **COUNCIL COMMENTS**

Mr. Brauer brought up three talking points:

- Hosting a sounding session/ get together for the younger generations in Casper to understand their perception of Casper, what Casper needs, and to get their ideas for their vision of Casper. A lot can be learned to transition from the views and ways we have been doing things.
  - Mr. Daugherty shared from a meeting with Madden, it was suggested to look at something very similar for the future.
- The Mayor of Bar Nunn reached out to Mr. Brauer to look into a drag strip. A racing group is interested in using West Winds Road in Bar Nunn for training/ test pits for eighth-mile long drag races. Mr. Brauer is putting together a group

of people to discuss what a drag strip or motorsports park will look like, draft a preliminary business plan, and what a development plan would look like. There is a meeting on April 4 at 7:00 p.m. to discuss the plans to build the community center and rec center in Bar Nunn if anyone would like to attend.

- Mr. Brauer said the community needs a strong parks board again. The mountain trails are a huge asset to the community and tourism. The county parks department needs to realize their service to the community. A parks board would oversee county parks and encourage continued grooming of the mountain trails providing community and tourism opportunity through the end of April. The trail system is underutilized from a marketing standpoint.
  - Mrs. Kemper shared she believes the Mills Mayor is going to serve on a board to address a county parks board. She also said that there are grant funds available for a county parks board.
  - Mr. Daugherty will reach out to the Board of County Commissioners about that their thoughts on a parks board.
  - Mr. Thoren supports marketing to Casper's youth to find out what they know about Visit Casper and the community.

Mrs. Powers asked about promoting Instagram selfies in front of the Visit Casper sign at the Natrona County International Airport while travelers are waiting for their luggage.

Mrs. Kemper said a new Chamber of Commerce CEO has been selected. They have been working with the Chamber remotely and will be in Casper full-time, in-person in April.

**XIII. PUBLIC COMMENTS**

Mrs. Chappel shared that May is Historic Preservation Month. Local activities and projects are planned.

**XIV. NEXT MEETING:** Tuesday, April 25, 2023, at 11:30 a.m.

**XV. EXECUTIVE SESSION**  
None.

**XVI. ADJOURNMENT**

Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper, carried without dissent to adjourn at 12:21 p.m.

  
\_\_\_\_\_  
Tiffany Gamble, Chair

  
\_\_\_\_\_  
Cole Montgomery, Secretary