

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, APRIL 25, 2023 CASPER, WYOMING

I. CALL TO ORDER

Mrs. Gamble asked for introductions.

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, April 25, 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
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*

Excused: Ken Thoren, Town of Edgerton

Also Present: Tyler Daugherty, CEO
Terri Weinhandl, Executive Assistant
Gena Jensen, National Historic Trails Foundation

*Arrived at 11:50

CONSENT AGENDA

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

Moved by Mr. Brauer, seconded by Mrs. Kemper, 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. Mr. Daugherty is hoping to have a board retreat each spring. The Executive Committee has reviewed and approved Mr. Rudloff's final product so Mr. Daugherty will send it out to the remaining board members. Mrs. Gamble recommended adopting the report at the May board meeting as guidelines for the NCTTC once the board has had an opportunity to review the document.

NEW BUSINESS

V. COMMITTEE UPDATES

The By-laws committee met and passed on their recommendations to the Executive Board for review and approval. Mr. Daugherty will share with remaining board members. The biggest revision is moving Executive Board member elections from July to June each year to coincide with the start of each new fiscal year. The Bylaws will be on the May agenda.

Mr. Daugherty met with the budget committee and will meet with Skogen about the proposed FY 23/24 budget. He will present the budget to the committee again to finalize the numbers. Visit Casper is financially stable with savings and available funds allowing the flexibility to consider outside the box marketing campaigns. The budget will be presented at the May board meeting. The board will vote on the proposed budget at their June board meeting.

The Destination Marketing Fee (DMF) Committee compiled language that is currently with the attorney for review. Mr. Daugherty does not expect to hear back on his opinion of the language until May. The DMF is a voluntary dollar amount or percentage that hotels can add to their folio. Guests can opt out upon check-in. Any participating hotel collects the funds and distributes them back to us in a separate account and the hotel would have a voice to determine where those funds will be spent.

VI. **NATIONAL TRAVEL & TOURISM WEEK**

National Travel & Tourism Week will kick off with a partner social hour and CTA trivia night at Frontier Brewing Co on May 2.

Mr. Daugherty, Kirk Goodman from the FWC, Tina from the Chamber, plus one other person not yet selected will be on a career panel for NCHS students to answer any questions they may have that are tourism related.

An information session for the Marketing Co-op will take place on Monday, May 8 at the Tate Pumphouse.

Visit Casper's annual breakfast will be held at the Nicolaysen Museum on Friday, May 12, 2023.

The week's long events will end with a Pickleball game at 307 Tennis Club. Mr. Daugherty and Luke Gilliam will play in a pickleball game for the Guinness Book of World Records for 48 games in 48 days in 48 states.

Mr. Daugherty said that bus events may not happen as the bus may not be delivered and/or wrapped in time.

The week's events schedule is available on the Visit Casper website.

VII. **MARKETING CO-OP PROGRAM**

This is a new program that pivots from the business challenge of 2021 with Covid relief monies. There was no business challenge in 2022 as a result of Visit Casper not having CEO.

Visit Casper will issue 10 grants of \$2,500 each that will be awarded to existing local businesses related to tourism to market their businesses. This program will parallel the impact grant. The recipients will be able to choose their own platform (billboards, etc.) or the season to market their business (November, December, January). Visit Casper will help create ads if needed. This is a better benefit to current partners. They will be able to control where the dollars are spent. New businesses can apply. The application period runs from May 1 through May 31. Applications will be reviewed in June. An information session is scheduled for May 8 during National Travel & Tourism Week. Notifications will be in the form of a press release, the Visit Casper website and an email blast.

COMMUNICATION REPORTS

VIII. STAFF REPORTS

Visit Casper will take part in a three-month, \$30,000 campaign in the Denver market with "Carvertise". Ten vehicles will be wrapped/branded specific to how we want (i.e. Fly Casper, Ski Hogadon, etc.). During the three-month cycle, Visit Casper will pick a "swarm" of vehicles that will be wrapped and sent to one individual event. Visit Casper has chosen to target a Colorado Rockies game, the Ed Sheeran concert, the Great American Beer Festival, a Denver Broncos football game and University of Colorado football game. All ten vehicles will be at these events and give us the opportunity to get into the Denver market. This is a marketing campaign outside of the box, something Visit Casper has not done before. Mr. Daugherty will share the Carvertise package with the board.

Mrs. Kemper asked about the Coffee & Sweets Trail. Visit Casper is creating another trail for visitors to sample local coffee or treats similar to the ale trail. Visit Casper is still working out the end "prize" and the number of shops that will need to be visited.

Mr. Daugherty shared that there were 160 registrants for the biathlon representing 19 states. The event did very well for the community. Visit Casper will work to see if this is an event that we can bring back. (Exhibit 2)

IX. LIGHTNING BUG PUBLIC RELATIONS

No report.

X. SALES REPORT

No comments.

XI. COUNCIL COMMENTS

Mr. Cevalasco shared that an individual is looking into a possible location for "Wind Henge." Mr. Brauer is going to look at/inspect the Midwest water tower.

Mr. Brauer asked if Mr. Daugherty has had the opportunity to meet with the County Commissioners about re-establishing a strong parks board. Mr. Daugherty has not. He is waiting to see how the presentation goes on the National Heritage Area and what comes of that.

Mrs. Kemper shared that Casper, Mills, Natrona County, Bar Nunn, Evansville and Natrona County School District are working on a master parks plan for our area and are talking to the Business Council to see if planning grant funds are available. Local municipalities and groups have committed funds to see it through.

Mrs. Penton-Jones said she had the opportunity to go to Washington DC with the division of tourism and the Wyoming Hospitality and Travel Coalition to meet with Wyoming's constituents. She had the opportunity to meet with Senator Barrasso who understands the need for continued funding for our parks and understands H-2Bs (guest workers) that are desperately needed at a lot of hotel properties especially in Jackson and Yellowstone National Park (YNP). YNP needs 600 workers during the summer. There is a temporary extension of H-2Bs to allow 66,000 in the U.S., they are trying to not sunset the extension and extend it. One topic that is critical is international Visas. A lot of people are waiting 300 days just for an appointment with their representative to apply for a Visa to come and work here. In the meantime, a lot of other countries are allowing visitors, but the U.S. is not.

XII. PUBLIC COMMENTS

Gena Jensen said the trail center will host an open house on May 4 with music, appetizers and re-enactments. The Trail Blazin' 5K will take place June 3, the day before the Casper Marathon. The Let 'er Buck Fest is June 24.

Various sponsorship opportunities for the Casper Marathon were discussed.

XIII. NEXT MEETING: Tuesday, May 23, 2023, at 11:30 a.m.

XIV. EXECUTIVE SESSION

None.

XV. ADJOURNMENT

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



Renee Penton-Jones, Vice Chair



Cole Montgomery, Secretary