

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, JUNE 25, 2024 – 11:30 a.m. CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, April 23, 2024, at 11:30 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  
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  
Tammi Chapell, Hampton Inn & Suites  
Beth McConigly, Hampton Inn & Suites  
Tia Troy, Lightning Bug Public Relations (Zoom)  
Glen Gardner, Wyoming Office of Tourism (Zoom)  
Garrett (unknown last name or organization) (Zoom)

#### CONSENT AGENDA

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

Moved by Ms. Kemper, seconded by Ms. Engebretsen, carried without dissent to approve the consent agenda. (Exhibit 1)

#### OLD BUSINESS

IV. IMPACT GRANTS REPORTING

Thirty-five applications totaling \$115,000 in grant requests, were reviewed. Twenty-one organizations were selected for a total of \$50,000 in cash/in-kind grants for events taking place in FY24/25.

The Marketing Co-op again awarded 10 recipients \$2,500 towards marketing their business or event.

**V. CNFR Recap**

Mr. Daugherty gave a recap of the week's long events for CNFR.

- Western Fest at David Street Station kicked off the week.
- This year celebrated 25 years of CNFR in Casper.
- 22,000 in attendance with 5,100+ tickets sold for the Saturday finals event.
- Outreach included Utah, South Dakota and Montana.
- Four influencers were in town for the week's rodeo events.
- ESPN will broadcast highlights from the week in August.

**VI. STATE SHOOTING COMPLEX**

- Location finalists are Gillette, Cody, Casper and Cheyenne.
- Presentations will be made to the Oversight Task Force on June 24 and June 25, 2024.
- The final two locations will be selected from the presentations.
- Site visits will take place in July.

**NEW BUSINESS**

**VII. PUBLIC HEARING – FY23/24 BUDGET AMENDMENT**

Mrs. Gamble opened the public hearing for the proposed FY23/24 budget amendment at 11:42 a.m.

Mrs. Gamble called for discussion. The budget amendment is necessary because of an increase in lodging tax revenue and an increase in expenses.

Mrs. Gamble called for a motion to approve the FY23/24 budget amendment.

Moved by Mrs. Penton-Jones, seconded by Ms. Powers, carried without dissent to approve the FY23/24 budget amendment as proposed.

Mrs. Gamble closed the public hearing at 11:48 a.m. (Exhibit 2)

**VIII. PUBLIC HEARING – FY24/25 PROPOSED BUDGET**

Mrs. Gamble opened the public meeting for the proposed FY24/25 budget at 11:49 a.m.

Mrs. Gamble called for discussion. No discussion.

Mrs. Gamble called for a motion to approve the FY24/25 budget.

Moved by Mr. Montgomery, seconded by Ms. Kemper, carried without dissent to approve the FY24/25 budget as proposed. (Exhibit 3)

Mrs. Gamble closed the public hearing at 11:50 a.m.

**IX. ELECTION/SELECTION OF BOARD OFFICERS**

Mr. Daugherty made his recommendations:

- Chair - Cole Montgomery
- Vice-Chair - Sabrina Kemper
- Treasurer - Tiffany Gamble
- Secretary - Renee Penton-Jones

Moved by Ms. Powers, seconded by Mr. Goodman, carried without dissent to approve the selection of board members as recommended.

**COMMUNICATION REPORTS**

**X. STAFF REPORTS – SALES & MARKETING**

Wayne Stewart – *Marketing*

- Highlights included the Visit Casper re-brand and new creative.
- Year to date requests for visitor guides and the Road to Yellowstone packets have increased from 2023.
- The current ad campaign includes the Indian Relay Races and the opening of the LDS Temple.

(Exhibit 4)

**XI. LIGHTNING BUG PUBLIC RELATIONS – Tia Troy**

- A post CNFR release just went out.
- Four influencers attended CNFR.
- Social media reach and engagement information will be available at the July board meeting.

**XII. COUNCIL COMMENTS**

- Ms. Powers shared updates on the Wyo Ranch Sports Complex.
- Mr. Goodman shared that CNFR was a great success with record ticket sales. A holiday show announcement is coming soon. The July 4 fireworks festival is next week.

**XIII. PUBLIC COMMENTS**

None.

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

**XV. EXECUTIVE SESSION**


None.

**XVI. ADJOURNMENT**

Mrs. Gamble asked for a motion to adjourn.

Moved by Ms. Kemper, seconded by Mrs. Penton-Jones, carried without dissent to adjourn at 12:08 p.m.

  
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Tiffany Gamble, Chair

  
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Sabrina Kemper, Secretary