

Natrona County Travel & Tourism Council Visit Casper

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.