

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, JUNE 27, 2023 CASPER, WYOMING

#### I. **CALL TO ORDER**

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, June 27, 2023, at 11:35 a.m. Roll call determined the presence of a quorum.

#### II. **ROLL CALL**

Present: 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  
Tassma Powers, Town of Evansville \*arrived late  
Tiffany Gamble, Natrona County

Excused: Lisa Engebretsen, City of Casper  
Tom Brauer, Town of Bar Nunn

Also Present: Tyler Daugherty, CEO  
Terri Weinhandl, Executive Assistant  
Gena Jensen, National Historic Trails Center Foundation  
Glen Gardner, Wyoming Office of Tourism

#### **CONSENT AGENDA**

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

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

#### **OLD BUSINESS**

#### IV. **IMPACT GRANTS REPORTING**

This was the second year of the partnership between Visit Casper and the City of Casper. A new 22/23 requirement was that applicants must submit an operational budget along with their application. Thirty-two applications were received with 24 organizations awarded either financial sponsorship assistance or in-kind services. The remaining eight applications were for great local community events but did not generate the overnight stays that the review committee wanted to see. Visit Casper will assist in social media marketing to help them get their feet off the ground and get more people to their events.

#### V. **MARKETING CO-OP REPORTING**

This was the first year Visit Casper held the marketing co-op which pivots from the business challenge. Visit Casper staff had a short amount of time to develop the

application, create the deliverables and get it out to the public for National Travel & Tourism Week, and allow for a three-week application period. The annual program awarded 10 - \$2,500 grants to local businesses to assist with their marketing needs. Grants were awarded to:

Art on the Go  
Bighorn Pack Llamas  
Boomtown  
Ford Wyoming Center  
Old Town Family Fun  
Stahoo's Brewery  
Tate Geological Museum/Werner Wildlife Museum  
The Nicolaysen Art Museum  
Turn on the Dark  
Wyoming Camera Outfitters

Visit Casper expects to receive up to 25 or more applications next year. This is a great opportunity for businesses to use their creativity to direct their marketing funds how they wish. As businesses learn about the co-op and how it differs from the impact grant, Visit Casper will see more applications.

## **NEW BUSINESS**

### **VI. PUBLIC HEARING – FY 23/24 BUDGET APPROVAL**

No additional budget amendment should be necessary after we get to the end of the fiscal year FY 22/23.

The proposed FY 23/24 budget classes were reduced from seven to five to make purchases easier to track and future budget amendments easier. Purchases will no longer be split between the budget classes.

Mrs. Gamble opened the public hearing for the purpose of the FY 23/24 proposed budget at 11:45 a.m.

Mrs. Gamble called for discussion. No discussion.

Mrs. Gamble called for a motion to close the public hearing.

Moved by Mrs. Kemper, seconded by Mrs. Penton-Jones, carried without dissent to close the public hearing at 11:47 a.m.

Mrs. Gamble called for a motion to approve the FY 23/24 budget.

Moved by Mrs. Kemper, seconded by Mrs. Penton-Jones, carried without dissent to approve the FY 23/24 budget as proposed. (Exhibit 2.)

### **VII. ELECTION/SELECTION OF BOARD MEMBERS**

Mr. Daugherty recommended executive board members for FY 23/24 as follows: Mrs. Gamble for Chair, Mrs. Penton-Jones for Vice-Chair, Mr. Montgomery for Treasurer, and Mrs. Kemper for Secretary.

Moved by Mrs. Powers, seconded by Mr. Thoren, carried without dissent to approve Mr. Daugherty's Executive Board recommendations.

No individual officer elections were held.

VIII. **TOURISM MASTER PLAN WORKSHOP RECAP**

Mr. Daugherty provided a summary of the master plan workshop held on June 23, 2023. There are items from the master plan that still need to be addressed. There are some wins and new items that need to be looked at. Madden Media will provide a re-cap of the meeting with their recommendations of edits so Visit Casper can move forward with a revised master plan for FY 23/24. Mr. Daugherty is aiming for the next master plan meeting to take place in late July. Comments from board members in attendance were overall favorable although it was noted that key stakeholders were absent.

**COMMUNICATION REPORTS**

IX. **STAFF REPORTS**

Thank you to those who attended the Rock Star Balcony during CNFR. The Ford Wyoming Center sold out on Saturday night, and broke attendance records with 23,800 tickets sold, which is an all-time record. Mr. Montgomery requested to get the attendance and ticket sales stats from 2022. Mrs. Penton-Jones suggested that the stats be shared with Jim Dewey Brown from NIRA for marketing and national sponsorships. The Destinations International calculator estimated that CNFR's impact generated north of \$2 million. Visit Casper will review the Zartico report once received.

Visit Casper has secured the NCJAA tournament for 2024 and 2025. Luke is working to secure sponsorships to offset the costs.

Amanda is moving into sales and will dabble in some state sales.

Staff will attend 12 conferences in FY23/24. (Exhibit 3).

X. **LIGHTNING BUG PUBLIC RELATIONS**

Mr. Daugherty shared that press releases went out announcing the impact grant and marketing co-op programs. Another release announced the launch of the audio tour at the Natrona County International Airport.

Casper had great influencers for CNFR. Tia is wrapping that up and will provide basic data points to show their reach. She is also working on getting an influencer plan for the Central Wyoming Fair and Rodeo to drive ticket sales.

Tia is drafting a liability plan and waiver document for FAM tours for travel writers who come to Casper to experience the community. This came about when a travel writer drowned while on a FAM tour in New York. She will provide a draft for review.

Tia has been busy and is a great resource for Visit Casper.

XI. **SALES REPORT**

No comment.

XII. **COUNCIL COMMENTS**

Mr. Daugherty expressed his thanks and well wishes to Mr. Thoren for serving the last three years of commitment to the board.

Mrs. Penton-Jones reminded everyone that parade registration closes at 5:00 p.m. on June 27, 2023.

Mrs. Powers asked if the Visit Casper bus was going to be driving in the parade. The City of Casper is working to find a driver for the parade.

Mr. Daugherty informed the board that the bus will be stored on city property and maintained by the city. Visit Casper will work through the city for bus drivers for future use requests.

Mr. Cevasco said Midwest Salt Creek Days will take place the 2<sup>nd</sup> weekend of August.

XIII. **PUBLIC COMMENTS**

Ms. Jensen from the National Historic Trails Center Foundation shared that they had a great turnout for the first Let 'er Buck Fest. There were scheduled programs from 10:00 a.m. to 5:00 p.m. She estimated 500+ were in attendance. There was a night program at Frontier Brewing for the trail center foundation fundraiser with 102 tickets sold. She said it is not just a trail center foundation fundraiser, as she wants non-profits from the community to participate and take advantage to display their items and raise money for their own cause.

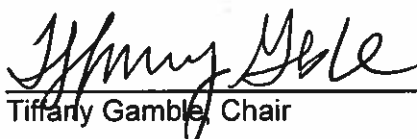
XIV. **NEXT MEETING:** Tuesday, August 22, 2023, at 11:30 a.m.

XV. **EXECUTIVE SESSION**

None.

XVI. **ADJOURNMENT**

Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper, carried without dissent to adjourn at 12:10 p.m.

  
Tiffany Gamble, Chair

  
Sabrina Kemper, Secretary