

Natrona County Travel & Tourism Council Visit Casper

PUBLIC MEETING MINUTES TUESDAY, AUGUST 27, 2024 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, August 27, 2024, at 11:35 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

Excused: Katie Arnold, Town of Edgerton
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

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
Tia Troy, Lightning Bug Public Relations (Zoom)
Glenn Gardner, Wyoming Office of Tourism (Zoom)

CONSENT AGENDA

III. Mr. Montgomery asked for a motion to approve the consent agenda.

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

OLD BUSINESS

IV. NATIONAL HERITAGE AREA

The feasibility study is complete. The feasibility study team is asking for letters of support asking Congress to designate both Natrona and Carbon counties as a National Heritage Area.

- V. **CASPER INTERNATIONAL FILM FESTIVAL (CIFM)**
Operations are now in the hands of the CIFM board. Visit Casper will continue to be involved with marketing and sponsorships.

NEW BUSINESS

- VI. **WEBSITE REFRESH / REBRAND**
Mr. Daugherty presented an update to the board.
- VII. **CASPER STORIES PROJECT**
Visit Casper has partnered with Anthony Stengel for six 2-3 minute videos of local individuals with ties to tourism.
- Lars Algar – Wyoming Game & Fish Department
 - Kathy Becker – Bloomery
 - Morris Carter – Historic Trails Tours
 - Sam Seeton – Ultimate Outdoors
 - Joe McGinley – Ortho Surgeon / Expeditioner
 - Omar – Paralympics Athlete
- VIII. **PROUD TO HOST THE BEST / COMPETE CASPER**
The rebrand to “Complete Casper” is almost complete. “Proud to Host the Best” will be the tag line.
- IX. **6-CENT**
Update on projects that will be on the November ballot. Only residents residing with the Casper city limits will vote on the projects.
- X. **CEO UPDATE**
The board has contracted with Winner Partners in their search for a new CEO.
- Motion by Mr. Goodman, seconded by Mrs. Penton-Jones, carried without dissent to ratify the Executive Board’s engagement of Winner Partners to assist with the CEO search and amendment of Mr. Daugherty’s employment agreement allowing for a hybrid remote capacity through the end of 2024.

COMMUNICATION REPORTS

- XI. **STAFF REPORTS – SALES & MARKETING**
Summary of report highlights.
- XII. **LIGHTNING BUG PUBLIC RELATIONS – Tia Troy**
Promoting the 2024 Indian Relay Races, working on the 2025 pitches and assisting with the coordination of the new travel guide.

XIII. COUNCIL COMMENTS

Ms. Engebretsen shared that the City of Casper was offered and accepted an extensive collection of Pony Express art and archives. The Fort Caspar Museum will eventually house the collection.

XIV. PUBLIC COMMENTS

None.

XV. NEXT MEETING: Tuesday, November 19, 2024, at 11:30 a.m.

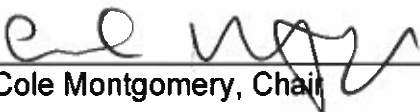
XVI. EXECUTIVE SESSION

None.

XVII. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Kemper, seconded by Mr. Goodman, carried without dissent to adjourn at 12:30 p.m.



Cole Montgomery, Chair



Renee Penton-Jones, Secretary