

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, SEPTEMBER 26, 2023 CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, September 26, 2023, at 11:37 a.m. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Cole Montgomery, City of Casper  
Katie Arnold, Town of Edgerton  
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

Absent: Tom Brauer, Town of Bar Nunn

Also Present: Tyler Daugherty, CEO  
Terri Weinhandl, Operations Manager  
Luke Gilliam, Director of Business Development & Sales  
Amanda Sewell, Destination Experience Coordinator  
Angie Volzke, Creative Coordinator  
Liz Bowers, Analytics & Social Media Coordinator  
Wayne Stewart, Director of Marketing & Communications  
Gena Jensen, National Historic Trails Center Foundation  
Glen Gardner, Wyoming Office of Tourism (via Zoom)  
Tia Troy, Lightning Bug Public Relations (via Zoom)  
Kyle Gamroth, Casper City Council  
Tammi Chappell, Hampton Inn & Suites  
Rhonda Schulte, Oil City News  
Beth McConigly, Hampton Inn & Suites

#### CONSENT AGENDA

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

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

## **OLD BUSINESS**

### **IV. NEW STAFF REPORTS AND AUGUST HIGHLIGHTS**

Mr. Daugherty explained the format of the revised staff reports and makeover of reporting with the shift to metrics based vs. monthly reporting. The information better explains trends and visitor numbers.

Ms. Powers commented that information has dropped off the report and requested that staff provide a glossary of acronyms and abbreviations that are used in the report.

Mrs. Penton-Jones commented that social media is a challenge and asked staff to explain the information.

Mrs. Gamble said she liked the “snapshot” of information from previous reports.

Mrs. Penton-Jones asked that staff add Rocky Mountain Lodging Report information to the monthly reports.

## **NEW BUSINESS**

### **V. NEW BOARD MEMBER**

Mrs. Gamble introduced the newest board member Katie Arnold. Ms. Arnold will represent the town of Edgerton, replacing Ken Thoren.

### **PUBLIC HEARING – FY 23/24 BUDGET AMENDMENT**

Mrs. Gamble opened the public hearing for the FY 23/24 budget amendment at 11:42 a.m.

The budget amendment is necessary to include the \$600,000 Destination Development Grant from the State of Wyoming. The grant was not originally listed in the budget; however, it must be included since it will appear in the NCTTC accounts for more than two years

Mrs. Gamble called for discussion. No discussion.

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

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

Mrs. Gamble closed the public hearing at 11:43 a.m.

### **VI. DESTINATION DEVELOPMENT FUNDS UPDATE**

The \$600,000 Destination Development Grant funds received from the Wyoming Office of Tourism must be allocated by June 2024. To date, projects that Visit Casper has agreed to support are:

Natrona County International Airport – Fly Casper marketing campaign  
City River Project – North Platte River boat ramps  
Ford Wyoming Center - locker room upgrades  
Great American Beer Festival – booth  
City of Casper – downtown wayfinding signage  
5150' Winter & Film Festival – new event in 2024

If there are any projects that Visit Casper can investigate or explore where grant funds can be spent, staff can come up with marketing campaigns, or if there are bigger projects the board feels are beneficial or important to look at, Visit Casper staff will do so.

#### VII. **BRAND REFRESH**

Visit Casper has partnered with Madden Media for a brand refresh. The changes will include the text, font size, color pallet, and script, with the goal of making ads more impactful. Visit Casper will not change the look of “Visit Casper, the “Road to Yellowstone”, and “The One & Only”. Madden is looking into how we can improve email blasts, providing sales information, capturing events information, asking the right questions, and giving the right information. Visit Casper should receive feedback from Madden in January 2024.

Mr. Daugherty invited everyone to the upcoming stakeholder get together on Tuesday, October 4, 2023.

### **COMMUNICATION REPORTS**

#### VIII. **STAFF REPORTS**

- The last Certified Tourism Ambassador (CTA) training session of the year will be October 18, 2023.
- CTA quarterly training sessions will be offered in 2024.
- Free CTA refresher classes will be offered in 2024.
- Visit Casper is working on the 2024 Visitor Guide.
- Visit Casper will offer a “pocket map” of downtown Casper with points of interest.

See Sales & Marketing Reports below.

#### IX. **LIGHTNING BUG PUBLIC RELATIONS**

- Lightning Bug has focused on social media outreach specifically on the Indian Relay Races, Infinite Outdoors, and the Logan Wilson group.

- Ms. Troy shared that Visit Casper has targeted media outreach to over 22M+ YTD.
- Visit Casper was featured on WTSP TV out of Tampa FL with a reach of 921,000.
- Casper was featured in a 303 Magazine weekend getaway piece.

## X. **SALES & MARKETING REPORTS**

### **Sales - Luke Gilliam**

- The Sales teams continues to expand efforts to make sure they share leads continuously as they work through the Customer Relationship Management (CRM) software.
- Sales is focusing on sports through tradeshow or just efforts in general, especially has the WYo Ranch comes on board.
- As the sales team works through CRM, they are updating everything working with Simpleview staff to ensure it is all they want it to be in terms of usage on the sales side.
- As staff has grown, the department has grown, and efforts have grown, the number of accounts the sales team works with will increase monthly.
- The sales event calendar is growing, and the team makes sure new updates, high priorities and the event impact calculator (EIC) are attached so the calendar continues to change and grow to be more accurate.
- Future big projects include the International Round-up (IRU) conference and the NJCAA planning meetings.
- Amanda Sewell and Tyler Daugherty will attend Small Market Meetings in Cedar Rapids to talk with meeting planners that represent specific business for 2024, 2025 and 2026. They will share what Casper has to offer in terms of hotels, experience related topics, etc.
- The Connect West Conference will take place in November San Francisco, CA.
- NJCAA Sponsorship Package
  1. Story Sponsor
    - \$10,000
    - Help us tell the story of this event in Casper. Why, like CNFR is Casper the right host for this event?
    - Conversations have mostly been business owners who have a junior college or Casper College experience who care about sports.
    - Received \$30,000 in sponsorships. Goal is \$50,000.
  2. Community Sponsor
    - \$2,500
    - Community sponsor for each team. As teams come from all across the nation, we want the community to be invested in those teams.
    - Goal is 24 community sponsors to attach themselves to a team to be the community liaison to interact with the team by advising them on what to do in Casper when they have down time, where to eat, have

meals with them, etc. Make the tournament a good experience for the athletes.

- Two town-hall meetings are scheduled on October 23 at 10:00 a.m. and 10:30 a.m. to discuss the sponsorship opportunities with businesses and individuals throughout the community to talk about why the event is important to the community, what it could look like in the future, and why we want to take care of it as a booming sports destination.

#### **Amanda Sewell**

- The Natrona County Outdoor Recreation Council (NCORC) is working towards opening the Hells' Half Acre trailhead to the public. Hells' Half Acre is a major tour group asset. Amanda Sewell and Mike Brown from Natrona County Parks made a presentation to the Board of County Commissioners (BOCC). The BOCC is in support of the project.

#### **Marketing – Wayne Stewart**

Information not included in the marketing report:

- The streaming campaign with I Heart Media is going very well.
- The top 5150' post is for ALMA's Airbnb.
- The partnership with Logan Wilson and his social reach. Logan will be issuing a media message about why he partnered with Visit Casper.
- The Indian Relay Races. The 60 Minutes fill crew and Bill Whitaker were in town for the Indian Relay Races. Rolling Stone Magazine also attended.

Mr. Daugherty touched on a few marketing points:

- Visit Casper has partnered with Kalen Marketing for a local community survey with great response.
- Visit Casper has sponsored a Team Wyoming table at the National Finals Rodeo in December in Las Vegas.
- The team continues to collect collateral assets to promote Visit Casper, such as the Wilson campaign and the visitor guide shoot.

#### **XI. COUNCIL COMMENTS**

None.

#### **XII. PUBLIC COMMENTS**

##### **Gena Jensen**

- Tourism attendance is slowing at the National Historic Trails Interpretive Center.
- School activities and outreach programs are in full swing.
- The LDS temple travel is starting to pick up.
- The Old Yellowstone District (OYD) is looking for ideas for community service projects.

- Thank you, Visit Casper, for letting Leadership Casper use the new bus.

**Tammi Chappel**

- The Hampton Inn & Suites had a great summer. There was no pushback on rates or taxes.
- The Casper Historic Preservation Commission (CHPC) is offering a Christmas ornament of Natrona County High School that is available at Fort Caspar for \$20 each.

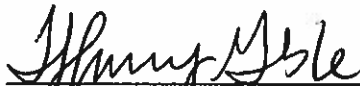
XIII. **NEXT MEETING:** Tuesday, October 24, 2023, at 11:30 a.m.

XIV. **EXECUTIVE SESSION**

None.

XV. **ADJOURNMENT**

Moved by Ms. Powers, seconded by Mrs. Penton-Jones, carried without dissent to adjourn at 12:25 p.m.

  
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Tiffany Gamble, Chair

  
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Sabrina Kemper, Secretary