

# Natrona County Travel & Tourism Council

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## Visit Casper

PUBLIC MEETING MINUTES  
TUESDAY, APRIL 27, 2021 ~ 11:30 AM  
CASPER, WYOMING

I. **CALL TO ORDER**

Mrs. Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, April 27, 2021, at 11:30am. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Michael Cevasco, Town of Midwest  
Brad Murphy, Town of Bar Nunn  
Erik Aune, Town of Mills  
Kevin Hawley, City of Casper  
Renee Penton-Jones, Natrona County  
Steve Freel, City of Casper

Excused: Ken Thoren, Town of Edgerton  
Tiffany Gamble, Natrona County  
Jim Ruble, Town of Evansville

Also Present: Brook Kaufman, CEO  
Chelsea Combe, Marketing Specialist  
Kyle Gamroth, Casper City Council  
Tia Troy, Lightning Bug Public Relations  
Darren Rudloff, Rudloff Solutions

- III. Moved by Mr. Hawley, seconded by Mr. Aune, and carried without dissent to approve the consent agenda as presented.

### OLD BUSINESS

- IV. NONE

### NEW BUSINESS

V. **ORGANIZATIONAL ALIGNMENT REVIEW**

Ms. Kaufman introduced Darren Rudloff from Rudloff Solutions. Mr. Rudloff walked the board through his analysis of Visit Casper's efforts and priorities compared to the 2019 Futures Study and Organization Next studies led by Destinations International. His overall comments were that Visit Casper is positioned very well with our policies and forward-looking procedures/action plans. Regarding how the organization is positioned post-COVID, leisure travel is expected to boom again in Summer 2021, whereas business, meetings, motorcoach, and international travel will continue to be

down. His recommendations for Visit Casper include evolving the current strategic plan that expires in 2021, refining KPIs and narrowing the organization's focus, considering a master plan and focusing on advocacy, product development, marketing/sales and realigning human capital with strategic initiatives.

VI. GRANT REVIEW

Moved by Mr. Cevasco, seconded by Mr. Hawley and carried without dissent to approve a grant to Special Olympics Wyoming for \$2,000.00.

Moved by Mr. Hawley, seconded by Mr. Murphy and carried without dissent to approve a grant to the Wyoming Coaches Foundation for \$2,000.00.

Moved by Mr. Hawley, seconded by Mr. Cevasco and carried without dissent to approve a grant to the East Casper Volleyball Club for \$2,000.00.

Moved by Mr. Hawley, seconded by Mr. Cevasco and carried without dissent to approve a grant to the Casper Soccer Club for \$2,500.00 for their Spring tournament.

COMMUNICATION REPORTS

V. STAFF REPORTS No questions.

VI. COMMUNITY/ORGANIZATION No questions.

VII. COUNCIL COMMENTS None.

VIII. PUBLIC COMMENTS None.

IX. EXECUTIVE SESSION None.

X. NEXT COUNCIL MEETING: Tuesday, May 25, 2021. Location: Visit Casper Office.

XI. ADJOURNMENT: Moved by Mr. Aune, seconded by Mr. Hawley and carried without dissent to adjourn the meeting at 12:51 p.m. Motion carried.

  
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Tiffany Gamble, Chair

  
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Kevin Hawley, Secretary