

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, APRIL 23, 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 11:34 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
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: Kirk Goodman, Town of Bar Nunn

Absent: Katie Arnold, Town of Edgerton

Also Present: Tyler Daugherty, CEO
Terri Weinhandl, Operations Manager
Amanda Sewell, Destination Experience Coordinator
Liz Bowers, Analytics & Social Media Coordinator
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Coordinator
Rhonda Schulte, Oil City News
Gena Jensen, National Historic Trails Center Foundation

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. NJCAA RECAP

Mr. Daugherty gave a recap of the NJCAA Women's Division 1 Basketball Tournament held in Casper March 26 through April 1, 2024, to include ticket sales, hotel reports, and non-profit March madness for community

involvement. The tournament was a success with the economic impact on the community over \$1M.

V. IRU RECAP

The International Round-up conference in Casper April 19 – April 22, 2024, was a great success. There were 80 international attendees and 40 local attendees from Wyoming, Montana, Idaho, North Dakota and South Dakota.

NEW BUSINESS

VI. BUSINESS DEVELOPMENT MANAGER

The opening for the Business Development Manager position has been posted. Mr. Daugherty has received resumes from eight candidates and is hoping to have 3-4 good candidates after presentations with interviews the second week of May.

VII. YTD FINANCIAL OVERVIEW

The state/Wyoming Office of Tourism approved all projects submitted for the Destination Development Grant funds. Visit Casper will receive an additional \$600,000 on June 30 to spend from July 1, 2024, through June 30, 2026

Mr. Montgomery provided a financial overview stating that a budget amendment is necessary in May 2024 due to an increase in lodging tax. Visit Casper is in a good place financially.

VIII. IMPACT GRANTS & MARKETING CO-OP

Visit Casper held a town hall meeting to educate local non-profits, etc., about the grant program and the marketing co-op.

The Casper Area Impact Grants application period is open from April 1 through May 17, 2024. Monies will be awarded after the committee reviews the applications at the end of May.

The Marketing Co-op is in its second year. The application period is open until May 3, 2024. Up to 10 recipients will be awarded \$2,500 each for marketing expenses.

IX. NATIONAL TRAVEL & TOURISM WEEK (NTTW)

- NTTW is May 20 – May 25.
- Visit Casper has a full week of events scheduled to include workshops, tours, trivia night, and the annual breakfast.
- David Street Station will host a Mutual of Omaha Animal Event on Saturday, May 25 in conjunction with NTTW.

X. STAFF REPORTS

- This year is the 25th Anniversary of CNFR.
- CNFR will take place June 9 – June 15.
- Tia Troy has locked in four influencers.
- Visit Casper will host an evening event Thursday, June 13 in the Tack Room at the FWC.
- David Street Station will hold “West Fest” on June 9 with horse rides, a petting zoo and movies.
- Visit Casper is hoping to sponsor up to three Casper College rodeo athletes who qualify for CNFR.

XI. LIGHTNING BUG PUBLIC RELATIONS

No report.

XII. SALES & MARKETING REPORTS (Exhibit 2)

Sales – Amanda Sewell

- Ms. Sewell gave a summary of the International Round-up (IRU) conference.

Marketing – Wayne Stewart

- Mr. Stewart gave a summary of marketing highlights with the Wyoming Office of Tourism, Madden, and iHeart Media.
- CNFR ads will appear in Cowboys & Indians and on social media.
- The downtown walking map has been sent to the printer and should be available to locals and visitors mid-May.

XIII. COUNCIL COMMENTS

None.

XIV. PUBLIC COMMENTS

None.

XV. NEXT MEETING: Tuesday, May 28, 2024, at 11:30 a.m.

XVI. EXECUTIVE SESSION

None.

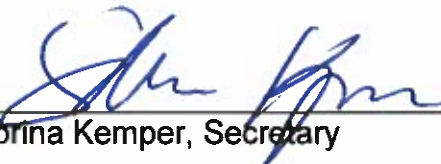
XVII. ADJOURNMENT

Mrs. Gamble asked for a motion to adjourn.

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



Tiffany Gamble, Chair



Sabrina Kemper, Secretary