

Natrona County Travel & Tourism Council Visit Casper

PUBLIC MEETING MINUTES TUESDAY, MARCH 18, 2025 – 10:00 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order on Tuesday, March 18, 2025, at 10:11 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Dan Foote, Bar Nunn
Gena Jensen, City of Casper (Alternate)
Mike Cevasco, Town of Midwest (Zoom)
Renee Penton-Jones, Natrona County
Sabrina Kemper, City of Mills
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

Excused: Pat Sweeney, City of Casper

Absent: Katie Arnold, Town of Edgerton

Also Present: Annette Pitts, 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

III. CONSENT AGENDA

Mr. Montgomery asked for a motion to approve the March 18, 2025 consent agenda and the February 25, 2025 meeting minutes.

Moved by Mrs. Penton-Jones and seconded by Ms. Gamble, carried without dissent. (Exhibit 1)

IV. CEO REPORT

Ms. Pitts gave a report on the January Scorecard that staff is utilizing to share key performance indicators (KPI) and Sales and Marketing information. She also touched on media attribution which will allow staff to track how some of Visit Casper's digital advertising and website visitation actually influences visitation in-market.

She reported on:

- Roles and staffing re-alignment will take effect April 1.
- The new Content Manager position.
- Transition to a new customer relationship management (CRM) system and its ties to the Visit Casper website (Tempest/IDSS).
- Research with Datafy on our destination visitation information.
- The Destination Marketing Fund (DMF) Committee

V. STAFF REPORTS – SALES & MARKETING

Sales and Marketing staff provided a summary of their Scorecard highlights for January 2025. (Exhibit 3)

The Casper Area Impact (CAI) Grant cycle and the Marketing Co-Op application period for July 1, 2025 – June 30, 2026 will be open April 1 through May 12, 2025.

VI. COUNCIL COMMENTS

Dan Foote – The 2025 state high school basketball tournament attendance was about the same as last year. There is currently no increase in season ticket sales for the upcoming NJCAA tournament.

Sabrina Kemper – The Mills riverfront project is moving forward. The Summer Fest will take place in Freden Park.

VII. PUBLIC COMMENTS

None.

VIII. NEXT MEETING: Tuesday, April 22, 2025, 11:30 a.m.

IX. EXECUTIVE SESSION


None.

X. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Mrs. Penton-Jones, seconded by Ms. Kemper, carried without dissent to adjourn at 11:02 a.m.


Cole Montgomery, Chair


Renee Penton-Jones, Secretary