

# Natrona County Travel & Tourism Council

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## Casper Area Convention & Visitors Bureau

### PUBLIC MEETING MINUTES TUESDAY, AUGUST 27, 2019 ~ 11:30 AM CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, August 27, 2019, at 11:31 a.m. at the Casper Area Convention & Visitors Bureau. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Tiffany Gamble, Natrona County  
Brad Murphy, Town of Bar Nunn  
Renee Penton-Jones, Natrona County  
Jim Ruble, Town of Evansville  
Erik Aune, Town of Mills  
Steve Freel, City of Casper

Excused:

Absent: Ken Thoren, Town of Edgerton  
Kevin Hawley, City of Casper

Also Present: Brook Kaufman, CEO  
Cameron Ross\*  
Amanda Scherlin  
Mikki Milosevic\*  
Wayne Stewart\*

\* Entered the meeting while in progress

#### III. Moved by Mrs. Penton-Jones, seconded by Mr. Murphy and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

### OLD BUSINESS

#### IV. BOARD OF DIRECTORS CONFLICT OF INTEREST AGREEMENT

Ms. Kaufman asked if all board members present had signed the annual Conflict of Interest Agreement. The only outstanding board member who needs to sign for 2019-2020 fiscal year is Michael Cervasco.

#### V. 2018/2019 AUDIT

Grooms and Harkins is onsite August 26-29, 2019, to conduct the annual audit. They will be reaching out to board members shortly.

VI. **DNEXT: NEXT STEPS**

Ms. Kaufman shared that she has a call with Oxford Economics next week to discuss the I-25 corridor research project. The transportation committee has done some initial research but has not met formally. The advocacy sub-committee met the week of August 19<sup>th</sup> to discuss priorities. Next steps for that group includes 1:1s with Casper City Council, scheduling meetings with a few key city staff members and a strategic meeting between four local agencies including the DDA, CAEDA, the Chamber and Visit Casper. Moving forward, board meetings will include sub-committee reports.

**NEW BUSINESS**

VII. **TOURISM IMPROVEMENT DISTRICTS**

John Lambeth, Owner of Civitas, and Chris Brown, the Executive Director of the Wyoming Lodging Industry Association, called in to give the board an update on Tourism Improvement Districts (TID). The conversation included a review of the progression of TIDs, how the funds can be used, where the industry is at a state level, the outcome of the 2019 session and what to potentially expect in 2020. Mr. Brown encouraged board members to reach out to Natrona /county legislators to determine their thoughts/perceptions of the bill and to keep him in the loop as conversations occur. (Exhibit 2)

VIII. **COUNCIL COMMENTS**

Mr. Ruble asked about hotel occupancy and future projections. Mrs. Gamble shared that the industry is predicting strong occupancy through October and then to see an increase again in January. Mr. Ruble also asked about the opening of the Clarion on the Platte River, their soft opening is slated for September 1, 2019. Ms. Kaufman will set up a tour for the board in the coming weeks.

Mr. Murphy asked if the availability of lodging will be a challenge for upcoming youth sporting events if occupancy stays at current levels. Potentially, yes. Ms. Kaufman and Mr. Ross have 1:1s scheduled with hoteliers in mid-September and will solicit their input.

IX. **STAFF REPORTS** - No questions. (Exhibit 3)

X. **COMMUNITY ORGANIZATION** - None

XI. **PUBLIC COMMENTS** – NONE

XII. **EXECUTIVE SESSION** - NONE

XIII. **NEXT COUNCIL MEETING:** Tuesday, September 24, 2019

XIV. **ADJOURNMENT:** Moved by Mr. Murphy, seconded by Mr. Ruble and carried without dissent to adjourn the meeting at 1:15pm.



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Tiffany Gamble, Chair



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Kevin Hawley, Secretary