

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, AUGUST 23, 2022 CASPER, WYOMING

I. CALL TO ORDER

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, August 23, 2022, at 11:33 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Jim Ruble, Town of Evansville
Sabrina Kemper, City of Mills
Tiffany Gamble, Natrona County
Steve Freel, City of Casper
Brad Murphy, Town of Bar Nunn *
Renee Penton-Jones, Natrona County *
Ken Thoren, Town of Edgerton
Mike Cevasco, Town of Midwest
Cole Montgomery, City of Casper

Also Present: Darren Rudloff, Interim CEO
Luke Gilliam, Business Development Manager
Amanda Sewell, Destinations Experience Coordinator
Angie Volzke, Creative Coordinator
Terri Weinhandl, Executive Assistant
Tia Troy, Lightning Bug Public Relations (Zoom)
Gena Jensen, NHTIC Foundation
Tammi Chappell, Hampton Inn & Suites
Greg Hirst, Oil City News

*Joined the meeting in progress

- III. Moved by Mrs. Kemper, seconded by Mrs. Gamble, and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

OLD BUSINESS

IV. CEO SEARCH UPDATE

There are three new candidates for the CEO position. The search committee is currently evaluating the candidates and will keep the board apprised as the process moves forward.

V. FORD WYOMING CENTER (FWC) 40TH ANNIVERSARY CELEBRATION

Mr. Murphy met with Darren Rudloff, Zulima Lopez with the City of Casper, and Amanda Sewell to discuss the final months of the anniversary celebration. The FWC has kicked up the advertising campaign and is line with budget dollars that are still available to spend. A blow-out celebration is scheduled for December 10 that will include \$19.82

and \$40.00 ticket prices. The FWC will honor VIPs from both city and county government and promote successes over the last 40 years.

NEW BUSINESS

VI. VISIT CASPER BUSINESS CHALLENGE

Visit Casper staff met with Impact 307 representatives and discussed the second business challenge. The application process normally begins in the fall; however, the next challenge has been moved back to March-May of 2023.

VII. PERFORMANCE MEASURES

The information is a work in progress providing occupancy rates, lodging tax information, and social media measures, etc. Visit Casper staff will continue to develop the information in the following months. (Exhibit 2)

COMMUNICATION REPORTS

VIII. STAFF REPORTS

No comments. (Exhibit 3)

IX. LIGHTNING BUG PUBLIC RELATIONS

The College National Finals Rodeo will be highlighted in one of the top five podcasts for next year. A news wire has been sent out for a specific target area.

SALES REPORTS

X. NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION (NJCAA)

Visit Casper submitted a bid to host the NJCAA Division I Women's Basketball Championships for the 2024-2025 school year. The bid process is long with bid cycles usually 2-3 years out.

XI. WYOMING COWBOY HALL OF FAME

Visit Casper submitted a bid this past May to host the Wyoming Cowboy Hall of Fame annual banquet. The banquet recognizes the cowboy and ranching ways of life in Wyoming.

XII. FALL SUMMIT

The Wyoming Hospitality and Travel Coalition summit will be held in Casper, October 19-20, 2022.

XIII. WYOMING GAME WARDEN'S ASSOCIATION

The Wyoming Game Warden's Association 50th anniversary convention will be held at the Ramkota in February, 2023.

XIV. COUNCIL COMMENTS

Mr. Freel inquired about a hockey tournament coming to Casper that would require a second sheet of ice. Mr. Gilliam confirmed that there is an individual interested in

bringing a tournament to the region for surrounding states but logistics require a second sheet of ice.

Mr. Freel announced he is moving his primary residence to the county. As a result, he will no longer have a seat on the Casper City Council or the NCTTC. His term will end at the end of August.

Mr. Cevalasco shared that Salt Creek Days in Midwest went well and thanked everyone for their support.

Mrs. Penton-Jones is coordinating meetings in the first quarter of next year with the newly elected county commissioners.

Mr. Murphy thanked Visit Casper staff for the successful 5150' Festival on August 20. He shared information on upcoming events at the FWC.

XV. PUBLIC COMMENTS

Mrs. Jensen said the National Historic Trails Interpretive Center had a fabulous turnout of 1,200+ during the 5-day anniversary celebration. She was appreciative of the advertisement in True West Magazine. The Oregon-California Trails Association convention will take place August 28-September 3.

XVI. NEXT MEETING: Tuesday, September 27, 2022

XVII. EXECUTIVE SESSION

None.

XVIII. ADJOURNMENT

Moved by Mr. Murphy, seconded by Mrs. Kemper, and carried without dissent to adjourn the board meeting at 12:08 p.m.



Jim Ruble, Chair



Renee Penton-Jones, Secretary