

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, DECEMBER 14, 2021 CASPER, WYOMING

I. **CALL TO ORDER**

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, December 14, 2021, at 11:30 a.m. Roll call determined the presence of a quorum.

II. **INTRODUCTIONS**

Ms. Kaufman introduced Angie Volzke, the new Creative Coordinator for the Visit Casper team.

III. **ROLL CALL**

Present: Michael Cevasco, Town of Midwest
Jim Ruble, Town of Evansville
Sabrina Kemper, City of Mills
Renee Penton-Jones, Natrona County
Tiffany Gamble, Natrona County
Steve Freel, City of Casper
Brad Murphy, Town of Bar Nunn

Absent: Kevin Hawley, City of Casper

Excused: Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Chelsea Combe, Marketing Specialist
Amanda Scherlin, Marketing Manager
Luke Gilliam, Business Development Manager
Amanda Sewell, Destinations Experience Coordinator
Angie Volzke, Creative Coordinator
Terri Weinhandl, Executive Assistant
Tia Troy, Lightning Bug Public Relations
Gena Jensen, National Historic Trails Interpretive Center
Greg Hirst, Oil City News

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

OLD BUSINESS

V. **BUDGET AMENDMENT**

The 2021-2022 budget was amended to reflect an additional \$50,358.34 in CARES monies that were distributed by the State Office of Tourism. Public notice of the budget amendment was published in the Casper Star-Tribune promulgating that the public hearing on the budget amendment would take place at the December 14 board meeting. No one appeared to make public comment.

Moved by Mrs. Penton-Jones, seconded by Mr. Cevasco and carried out without dissent to approve the budget amendment. (Exhibit 2)

VI. **DESTINATION DEVELOPMENT PLAN**

Copies were provided for the board members and attendees. Ms. Kaufman explained the input and output of the 10-year plan and requested the formal adoption of the strategic roadmap for moving forward. (Exhibit 3)

Moved by Mrs. Gamble, seconded by Mrs. Kemper and carried out without dissent to approve the Destination Development Plan.

NEW BUSINESS

VII. **GRANT REVIEW**

Mrs. Gamble reviewed the grant recommendations for the board. A total of \$20,000 in grants was recommended for six local events. (Exhibit 4)

Recommended \$2,500 for the Amusement Music Operators of Wyoming State Dart Tournament. (Exhibit 5)

Recommended \$500 for the Amusement Music Operators of Wyoming State 9-Ball Tournament. (Exhibit 6)

Recommended \$7,500 for the Amusement Operators of Wyoming State 8-Ball Tournament. (Exhibit 7)

Recommended \$3,500 for the Casper Amateur Hockey Club 2021-2022 CAHC Season. (Exhibit 8)

Recommended \$3,500 for the Casper Soccer Club Wyoming State Championship. (Exhibit 9)

Moved by Mrs. Kemper, seconded by Mr. Freel and carried without dissent to approve the grant recommendations as presented.

VIII. **CARES UPDATE**

Ms. Kaufman reported that December 20, 2021, is the deadline for distribution of funds and final reports. CARES funding was spent largely on digital and content marketing but also included specific initiatives to help drive recovery in the visitor economy. Examples include Film Casper, the Visit Casper Business Challenge, wayfinding signage and the Destination Development Plan.

COMMUNICATION REPORTS

IX. **STAFF REPORTS**

No questions. (Exhibit 10)

X. **COMMUNITY/ORGANIZATION**
None.

XI. **COUNCIL COMMENTS**
None.

XII. **PUBLIC COMMENTS**
None.

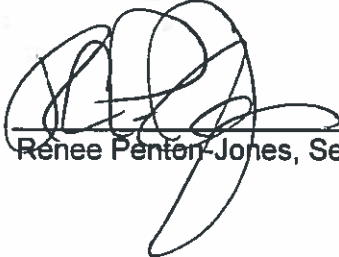
XIII. **EXECUTIVE SESSION**
Moved by Mrs. Penton-Jones, seconded by Mrs. Gamble and carried without dissent to go into Executive Session for personnel at 12:18pm.

XIV. **NEXT COUNCIL MEETING:** Tuesday, January 25, 2022, Visit Casper Office.

XV. **ADJOURNMENT**
Moved by Mr. Ruble, seconded by Mrs. Penton-Jones and carried without dissent to adjourn the meeting at 12:23pm.



Jim Ruble, Chair



Renee Penton-Jones, Secretary