

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, DECEMBER 13, 2022 CASPER, WYOMING

#### I. CALL TO ORDER

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, December 13, 2022, at 11:31 a.m. Roll call determined the presence of a quorum.

Mr. Ruble welcomed new board member Tom Brauer who replaced Brad Murphy representing the Town of Bar Nunn.

Mr. Ruble also introduced Visit Casper's new CEO, Tyler Daugherty.

#### II. ROLL CALL

Present: Jim Ruble, Town of Evansville  
Sabrina Kemper, City of Mills (Zoom)  
Lisa Engebretsen, City of Casper  
Cole Montgomery, City of Casper  
Ken Thoren, Town of Edgerton  
Mike Cevasco, Town of Midwest (Zoom)  
Renee Penton-Jones, Natrona County  
Tom Brauer, Town of Bar Nunn

Excused: Tiffany Gamble, Natrona County

Also Present: Tyler Daugherty, CEO  
Angie Volzke, Creative Coordinator  
Terri Weinhandl, Executive Assistant  
Luke Gilliam, Business Development Manager  
Amanda Sewell, Destination Experience Coordinator  
Cindy Larralde Kretzer, PMCH  
Jordan Dobrenz, PMCH

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

#### OLD BUSINESS

#### IV. OFFICE LEASE

Mr. Ruble provided a recap that Visit Casper requested the option to install cabinets for the AV setup in each of the meeting rooms, and to install new exterior window signage later next year which will entail wider window banners along the top of the office windows and full window signs. The property owner, Wold Bros., has agreed to both.

Mr. Ruble shared that there has been some discussion about Visit Casper, Advance Casper and the Casper Chamber of Commerce potentially working from the same

office. There is not enough information at this time to go down that road. All of the organizations working from the same office location will be looked at if opportunities arise for such a move. Ms. Kemper stated that the move is supported by the Chamber of Commerce.

Mr. Ruble recommended, and the board agreed that Visit Casper sign the new lease with the Wold Bros. for another three years from 2023-2025.

## **NEW BUSINESS**

### **V. AUDIT RESULTS**

Cindy Larralde Kretzer and Jordan Dobrenz with Porter Muirhead Cornia & Howard presented the results of the financial audit of the Natrona County Travel & Tourism Council (NCTTC) for the FY 21/22. Ms. Kretzer stated that all went well with the audit and the result was a clean audit. She summarized information from the letters and report that was presented to the board and CEO and encouraged the board or CEO to reach out with any questions.

Moved by Mr. Thoren and seconded by Mrs. Penton-Jones and carried without dissent to accept the audit as presented.

### **VI. SELECTION OF NEW TREASURER**

A vacancy exists for treasurer on the Executive Board with Brad Murphy's recent retirement. Mr. Ruble explained that with the board's approval, the process to select a new treasurer will be to accept nominations, close nominations, and hold an election by voice vote.

Moved by Mrs. Penton-Jones and seconded by Mr. Brauer and carried without dissent to approve the voting process for Treasurer as presented.

- Mr. Ruble opened the nominations for the treasurer position.
- Mrs. Penton-Jones nominated Ken Thoren.
- Mr. Thoren accepted the nomination.
- No further nominations.
- Mr. Ruble closed the nominations.

Moved by Mrs. Kemper, seconded by Mr. Montgomery, and carried without dissent to elect Mr. Thoren as the new treasurer until July, 2023.

### **VII. NEW COUNCIL APPOINTEE FOR THE TOWN OF BAR NUNN**

Mr. Tom Brauer was appointed to the NCTTC by the Mayor of Bar Nunn. Mr. Brauer is excited to serve on the board and help grow tourism in Casper.

## COMMUNICATION REPORTS

### VIII. **STAFF REPORT**

No comments. (Exhibit 2)

### IX. **LIGHTNING BUG PUBLIC RELATIONS**

No report.

### X. **SALES REPORT**

Mr. Gilliam gave a presentation providing information on the National Beard & Moustache Competition that took place in November, 2022. The objective of the presentation was to show the impact the competition had on Casper. Mr. Gilliam reviewed key takeaways, top points of interest, top restaurants, etc., for those competing in the event, and those attending as spectators.

Visit Casper bid for the city of Casper to host the National Junior College Athletic Association (NJCAA) Division I Women's Basketball Tournament. NJCAA should make their decision in January, 2023. The event will take place the third week of March in 2024 and 2025.

The 2023 U.S. Biathlon Championships are scheduled to take place at the Casper Mountain Biathlon Club (CMBC) March 24-26, 2023. A U.S. Biathlon representative will be in Casper to meet with the Visit Casper CEO, Tyler Daugherty, Luke Gilliam, and Rob Rosser from the CMBC to visit the event venue and discuss logistics of the event. As the event draws closer, Visit Casper will step in to help assist in making it a successful event.

International Round-Up (IRU) is a tradeshow event that Casper will host in 2024. The tradeshow operates in an international market with tour groups, etc. State tourism offices from Montana, Idaho, North Dakota, South Dakota, and Wyoming send representatives to the event each year to make connections and sell their respective state to tour companies.

The City of Casper's sports contacts group is moving forward with the promotion of softball and baseball events. Visit Casper is a guiding voice to the group and will assist with facility and scheduling to host the events.

The new sports complex near the Ford Wyoming Center will be a driving force for conventions. The 501(C) paperwork has been finalized. April 2023 is the target date to break ground with the complex opening scheduled for 2024.

### XI. **COUNCIL COMMENTS**

Ms. Engebretsen shared that the Casper City Council just passed an anti-discrimination ordinance with protection for citizens against acts of discrimination based on protected characteristics. Ms. Engebretsen shared that hopefully younger citizens of the protected groups will now stay in Casper instead of leaving. She also stated that the City of Casper will rezone the area of the new sports complex after the master plan has been reviewed.

Mrs. Penton-Jones encouraged meeting attendees to sign up for the Governor's Conference taking place in January, 2023 in Cheyenne. The conference will help with the learning curve during the legislative session. She hopes tourism will not be jeopardized with the newly elected officials coming in to office.

Mr. Brauer expressed his interest in motorsports and hopes to draw more attention to the sport for residents and visitors to Natrona County.

Mr. Cevasco 's comments were inaudible due to the Zoom link.

Mrs. Kemper shared she is very encouraged by the newly elected Mills mayor. The nationwide search for a new Casper Chamber of Commerce CEO will continue through January 15, 2023.

**XII. STAFF COMMENTS**

Ms. Sewell presented the new 2023 Visitor Guide to the board. She gave a quick run-down of the CTA program for the newest board members and shared that 2,250 2022 Visitors Guides were requested online, along with 835 Road to Yellowstone kits. The Relocation Guide can now be ordered online.

**XIII. PUBLIC COMMENTS**

None.

**XIV. NEXT MEETING:** Tuesday, January 28, 2022 at 11:30 a.m.

**XV. EXECUTIVE SESSION**

None.

**XVI. ADJOURNMENT**

Moved by Mr. Brauer, seconded by Mr. Thoren, carried without dissent to adjourn at 12:41 p.m.



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Jim Ruble, Chair



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Renee Penton-Jones, Secretary