

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, FEBRUARY 28, 2023 CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order on Tuesday, February 28, 2023, at 11:35 a.m. Roll call determined the presence of a quorum.

#### II. ROLL CALL

Present: Tiffany Gamble, Natrona County  
Renee Penton-Jones, Natrona County  
Ken Thoren, Town of Edgerton  
Cole Montgomery, City of Casper  
Sabrina Kemper, City of Mills  
Mike Cevasco, Town of Midwest

Absent: Lisa Engebretsen, City of Casper  
Tom Brauer, Town of Bar Nunn

Also Present: Tyler Daugherty, CEO  
Angie Volzke, Creative Coordinator  
Terri Weinhandl, Executive Assistant  
Luke Gilliam, Business Development Manager  
Amanda Sewell, Destination Experience Coordinator  
Tia Troy, Lightning Bug Public Relations (*via Zoom*)  
Kirk Goodman, Ford Wyoming Center

Mrs. Gamble welcomed the new general manager of the Ford Wyoming Center, Kirk Goodman, to the meeting.

#### CONSENT AGENDA

III. Mrs. Gamble asked for a motion to approve the consent agenda.

Moved by Mrs. Kemper, seconded by Mr. Montgomery, and carried without dissent to approve the consent agenda. (Exhibit 1)

Note: Future board packets will include the monthly financial summary.

#### OLD BUSINESS

#### IV. DESTINATION DEVELOPMENT GRANT

The grant funds have been received. Skogen & Cometto are creating class codes to track how the monies are spent.

V. **MADDEN CO-OPS – COWBOY CHANNEL & TRIPADVISOR**

Visit Casper has developed two program ads that will run in conjunction with the Colorado Rockies baseball games, the Denver Nuggets basketball games, the Colorado Avalanche hockey games, and the University of Colorado football games. (Exhibit 2)

Visit Casper has also developed a commercial to play at 10 rodeos across the region to include the College National Finals Rodeo and the Central Wyoming Fair & Rodeo.

**NEW BUSINESS**

VI. **DIRECTOR OF MARKETING AND COMMUNICATIONS POSITION**

The pool of applicants was narrowed down to two candidates. Both were given assignments to show their work product and interviewed. The successful candidate declined the job offer. Mr. Daugherty will reach out to the remaining candidate to make an offer.

VII. **OPEN BOARD SEAT**

One vacancy representing the Town of Evansville remains on the NCTTC. Mr. Daugherty has made his recommendation to the Evansville Mayor. The Evansville Mayor plans to open up the opportunity to sit on the NCTTC to the Evansville Town Council members. The appointment will be placed on the Evansville Town Council agenda.

VIII. **OPEN EXECUTIVE BOARD SEAT**

Mr. Daugherty recommended that Mrs. Gamble be voted in as Chair, Mrs. Penton-Jones Vice Chair. Moved by Mr. Cevasco and seconded by Mrs. Kemper and carried without dissent to approve the new board appointments as recommended.

With the new board appointments of Mrs. Gamble as Chair and Mrs. Penton-Jones as Vice-Chair, the Secretary position is vacant. Mrs. Gamble asked for nominations for the Secretary position.

- Mrs. Gamble opened the nominations for the Secretary position.
- Mr. Thoren nominated Mrs. Kemper.
- Mrs. Penton-Jones nominated Mr. Montgomery.
- There were no other nominations.
- The nominations were closed.
- Mrs. Kemper declined the nomination.
- Mr. Montgomery accepted the nomination.
- There was no discussion.

Mrs. Gamble took the vote for the Secretary position, asking all those in favor of Mr. Montgomery becoming the Secretary to say "Aye".

- The vote was unanimous.
- Mr. Montgomery abstained from voting.

## COMMUNICATION REPORTS

### IX. STAFF REPORTS

No comments. (Exhibit 3)

### X. LIGHTNING BUG PUBLIC RELATIONS

- While in New York City, Ms. Troy made contact with Good Housekeeping magazine, and a freelance writer to pitch Casper stories.
- The influencer contracts for the College National Finals Rodeo (CNFR) are in the works.
- Natrona County recently received media coverage in Thrillist and Fodor's Travel.
- Ms. Troy will be attending a media event with the Wyoming Office of Tourism in April in Denver, CO.
- Ms. Troy is working on a May small group press trip.
- She will be pitching National Tourism Week (May 7-13), Central Wyoming Fair & Rodeo, and the 20<sup>th</sup> anniversary of the Casper Marathon.

### XI. SALES REPORT

Visit Casper is preparing for tradeshow and working through leads that are in the system for the sales process.

Mr. Gilliam provided a spreadsheet of events that have occurred or will occur in Casper that presents the impact events bring to the community. Mr. Gilliam utilized the Destination International event impact calculator to provide the number of attendees and economic impact numbers. The spreadsheet provides a look at what events Visit Casper touches and the financial impact the events and people bring to the community. (Exhibit 4)

In order to develop more sports assets, Visit Casper will be adding 25 new locations to the already 50 locations that exist on Threshold 360. The new information includes fishing and venue information, etc. Threshold 360 allows Visit Casper to present the best product it can.

Mr. Gilliam and Mr. Daugherty met with staff of the Eastridge Mall to get a tour of the facility. The mall has significantly large spaces currently sitting vacant that could provide an opportunity for bigger events to take place in Casper (i.e. horseshoe pitching).

Casper and Lubbock, TX are the two locations remaining in the final selection process to host the National Junior College Athletic Association (NJCAA) Division 1 Women's Basketball Tournaments in 2024 and 2025. Mr. Gilliam has been in communication with the NJCAA to finalize the bid and give his best pitch before the NJCAA announces the 2024 tournament and 2025 tournament location in April.

### XII. COUNCIL COMMENTS

Mrs. Penton-Jones shared that the World Championship Indian Relay Races will be back in Casper in September at the Central Wyoming Fairgrounds.

Mr. Daugherty reminded the board of the retreat scheduled from 1:00–5:00 on Monday, March 6 at the Visit Casper office.

Mrs. Kemper shared that the Chamber of Commerce will interview another CEO candidate on Thursday, March 2.

XIII. **PUBLIC COMMENTS**

Kirk Goodman shared that he has been the new general manager of the Ford Wyoming Center (FWC) for six weeks. The FWC has been busy every weekend since his arrival. They are working on bringing future concerts and Broadway shows to Casper. The FWC staff is great. He appreciates the community support and the great partnerships.

XIV. **NEXT MEETING:** Tuesday, March 28, 2023, at 11:30 a.m.

XV. **EXECUTIVE SESSION**

None.

XVI. **ADJOURNMENT**

Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper, carried without dissent to adjourn at 12:09 p.m.

  
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Tiffany Gamble, Chair

  
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Cole Montgomery, Secretary