

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, JANUARY 24, 2023 CASPER, WYOMING

#### I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, January 24, 2023, at 11:34 a.m. Roll call determined the presence of a quorum.

#### II. ROLL CALL

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

Excused: Jim Ruble, Town of Evansville

Also Present: Tyler Daugherty, CEO  
Angie Volzke, Creative Coordinator  
Terri Weinhandl, Executive Assistant  
Luke Gilliam, Business Development Manager  
Amanda Sewell, Destination Experience Coordinator  
Jim Wollenburg, Wyoming Office of Tourism (*via Zoom*)  
Tammi Chappell, Hampton Inn & Suites  
Gena Jensen, National Historic Trails Center Foundation

III. Mrs. Gamble asked for a motion to approve the consent agenda. Mrs. Kemper pointed out an error in the December 13, 2022 minutes. Mr. Brauer made a motion to approve the consent agenda with the correction.

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

#### OLD BUSINESS

#### IV. CONTRACTS UPDATE

Mr. Daugherty provided a summary of contract extensions with Zartico, Madden, The Bark Firm, Lightning Bug Public Relations, Threshold 360, and Simpleview CRM.

Visit Casper is looking into ITI Digital, an event calendar platform that will draw from Google and Facebook listings to build out a calendar on our behalf. Team member Amanda Sewell will test the platform.

V. **MADDEN CO-OPS**

State level marketing co-ops focusing on search engine marketing in Denver, Salt Lake City, San Francisco, and Salt Lake City.

**NEW BUSINESS**

VI. **DESTINATION DEVELOPMENT GRANT**

Mr. Daugherty applied for the project-based grant through the Wyoming Office of Tourism. Visit Casper will receive \$600,000 in funds based on lodging tax receipts. NCTTC will amend the budget upon receipt of the funds. The funds must be ear-marked for projects within 18 months even if the funds are not spent within that time. Projects include wayfinding signage for downtown Casper and Casper Mountain, revamping the locker rooms and showers at the Ford Wyoming Center, a kiosk for Visit Casper merchandise, and wrapping the new bus. The Destination Development Grant goes along with the Visit Casper Master Tourism Plan.

VII. **DIRECTOR OF MARKETING AND COMMUNICATIONS UPDATE**

Visit Casper received a lot of resumes from qualified applicants. He narrowed down the selection to four finalists after reviewing their marketing assignment and newsletter writing project with team member Angie Volzke. March 1 is the target date to have the position filled.

**COMMUNICATION REPORTS**

VIII. **STAFF REPORT**

No comments. (Exhibit 2)

IX. **LIGHTNING BUG PUBLIC RELATIONS**

Mr. Daugherty shared that Tia Troy is working on getting influencers for CNFR.

Mr. Daugherty and Casper Mayor, Bruce Knell, are featured in a welcome video that will be used and shown to promote Casper as a tourism destination.

X. **SALES REPORT**

Mr. Gilliam shared that a lot of planning and potential is in the works for 2023.

- Casper is one of two finalists to host the NCJAA Division I Women's Basketball Tournament in March of 2024 and 2025.
- Working on the 2023 tradeshow schedule.
- Awaiting word on the AFCI Film Symposium Event.
- International Round-up will be held at the Ramkota April 18, 2024.
- The Northwest Spotlight Tradeshow will be held at the Ramkota April 28, 2024.
- Updating assets in the sports realm.

XI. **COUNCIL COMMENTS**

Ms. Engebretsen said the Casper City Council is beginning to work on the new budget.

Mrs. Kemper shared that the newly elected Mills Mayor has contributing to the tourism industry on her radar.

Mr. Thoren has been unable to contact Edgerton Mayor Buck King.

Mrs. Penton-Jones shared that Mrs. Gamble, Mr. Daugherty and herself will be meeting with the Natrona County Commissioners to discuss the master plan, wayfinding, and NCTTC's report card on how the board is doing.

**XII. STAFF COMMENTS**

Mr. Daugherty said the Casper Spuds have arrived. He encouraged the board to take the CTA training that Visit Casper provides for hospitality workers, local businesses, government offices, etc. He stated that Visit Casper has a great staff and they are appreciated.

**XIII. PUBLIC COMMENTS**

Gena Jensen shared that the National Historic Trails Interpretive Center is finalizing their spring and summer schedule and working on fundraisers.

Tammi Chappell said that the renovation of the Hampton Inn & Suites is complete. She is working on the Proud to Host the Best Food donations for the upcoming state high school wrestling and basketball tournaments in February and March.

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

**XV. EXECUTIVE SESSION**

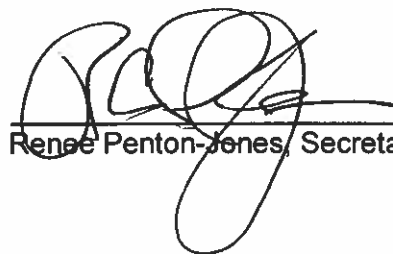
None.

**XVI. ADJOURNMENT**

Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper, carried without dissent to adjourn at 12:15 p.m.



Tiffany Gamble, Interim Chair



Renee Penton-Jones, Secretary