

Natrona County Travel & Tourism Council Visit Casper

PUBLIC MEETING MINUTES WEDNESDAY, JANUARY 21, 2025 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mr. Montgomery called the public meeting of the Natrona County Travel and Tourism Council to order on Tuesday, January 21, 2025, at 11:37 a.m. Roll call determined no quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Dan Foote, Bar Nunn
Sabrina Kempter, City of Mills
Tassma Powers, Town of Evansville

Excused: Katie Arnold, Town of Edgerton
Mike Cevasco, Town of Midwest
Renee Penton-Jones, Natrona County
Tiffany Gamble, Natrona County

Roll call determined no quorum.

Also Present: Annette Pitts, CEO
Terri Weinhandl, Operations Manager
Liz Bowers, Analytics & Social Media Coordinator
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Coordinator
Shelby Kraus, Business Sales Manager
Cait O'Neal, Sales Project Manager
Glenn Gardner, Wyoming Office of Tourism (Zoom)
Tammi Chapell, Hampton Inn & Suites (Zoom)

CONSENT AGENDA

- III. Consent agenda approval held over to February 25, 2025 board meeting.
(Exhibit 1)

OLD BUSINESS

IV. NEW CEO HIRED AND STARTED JANUARY 6, 2025

New CEO, Annette Pitts, gave a report of her progress since her start date and a summary of her 90 day transition plan.

NEW BUSINESS

V. CEO REPORT

Ms. Pitts explained that her 90-day plan for Visit Casper is a discovery process which includes team/individual meetings, reviewing Visit Casper's financial structure, major projects, organizational structure and systems, setting meetings with stakeholders and partners, major projects, organizational structure and systems, and strategy and tactical planning for the future.

VI. SET 2025 MEETINGS

All 2025 board meetings will be scheduled for the fourth Tuesday of the month at 11:30 a.m. Calendar invites will be sent to the board members. Any necessary changes will be addressed as needed.

VII. FINANCIALS/MEETING FORMAT

No financial report was available for December 2025. Future meetings will include financial reports for the previous month.

VIII. BOARD COMPOSITION

Patrick Sweeney has been appointed to represent the City of Casper. Gena Jensen will serve as an alternate as needed.

COMMUNICATION REPORTS

IX. STAFF REPORTS – SALES & MARKETING

Staff gave a summary of report highlights. (Exhibit 2)

X. LIGHTNING BUG PUBLIC RELATIONS – Tia Troy

No report.

XI. COUNCIL COMMENTS

Jake Crumb is the new General Manager for the Ford Wyoming Center.

The Wyo Sports Ranch is officially open with the Grand Opening scheduled for Thursday, January 23, 2025.

HB212 has been introduced at the legislature to change the lodging tax vote from every four years to every two years. If passed, two-thirds of Natrona County's municipalities will need to be on board to get it on the ballot every two years.

XII. PUBLIC COMMENTS

None.

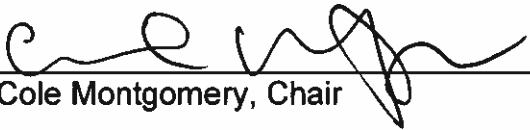
XIII. NEXT MEETING: Tuesday, February 25, 2025, 11:30 a.m.

XIV. EXECUTIVE SESSION

None.

XV. ADJOURNMENT

Meeting adjourned to February 25, 2025.



Cole Montgomery, Chair



Renee Penton-Jones, Secretary