

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
MONDAY, JULY 12, 2021 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Monday, July 12, 2021, at 11:32 p.m. Roll call determined the presence of a quorum.

II. ROLL CALL

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

Excused: Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Chelsea Combe, Marketing Specialist

III. Moved by Mr. Hawley, seconded by Mr. Cevasco and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

OLD BUSINESS

IV. ANNUAL MEETING/BUDGET HEARING

V. ELECTION OF OFFICERS: Ms. Kaufman offered a slate of candidates and asked if there were further nominations from the floor, there were none.

Moved by Mr. Cevasco, seconded by Mrs. Penton-Jones and carried without dissent to accept Jim Ruble as Chairman for the 2021-2022 fiscal year.

Moved by Mr. Hawley, seconded by Mr. Murphy and carried without dissent to accept Tiffany Gamble as the Vice-Chair for the 2021-2022 fiscal year.

Moved by Mr. Freel, seconded by Mr. Cevasco and carried without dissent to accept Renee Penton-Jones as Secretary for the 2021-2022 fiscal year.

Moved by Mrs. Penton-Jones, seconded by Mr. Hawley and carried without dissent to accept Brad Murphy as Treasurer for the 2021-2022 fiscal year. (Exhibit 2)

- VI. **SIGNATURE RESOLUTION:** There was a discussion of authorized signatures on accounts. Currently, two signers are required on checking accounts and authorized signatories are Council officers and the Visit Casper CEO. Moved by Mr. Cevalco, seconded by Mr. Freel and carried without dissent to require two signatures and to authorize current officers and the CEO as signatories on checking accounts. (Exhibit 3)
- VII. **DEPOSITORY RESOLUTION:** Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper and carried without dissent to approve Bank of the West, Wyoming Government Investment Fund, Hilltop National Bank, First Interstate Bank, First State Bank and Jonah Bank as depositories. (Exhibit 4)
- VIII. **2020/2021 BUDGET APPROVAL:** The Natrona County Travel and Tourism Council, a Joint Powers Board, was formed to provide for the promotion of travel and tourism within Natrona County and to administer for that purpose, the expenditure and distribution of lodging tax revenues. The proposed budget is based on the best financial information available at this time. The 2021-2022 proposed budget is based on anticipated funds available in the amount of \$1,566,335 from four percent (4%) tax on overnight accommodations (lodging tax), \$527,423 in CARES funds and \$26,600 from CTA, interest income, and Proud to Host the Best. Expenditures totaling \$2,120,358.48 are focused on generating economic impact and overnight stays. The notice of Public Hearing and the proposed 2021/2022 budget were reviewed. Vice-Chair Gamble asked if there were any Council comments, there were none.

Moved by Mrs. Kemper, seconded by Mr. Hawley and carried without dissent to approve the 2021/2022 budget as presented. (Exhibit 5)

IX. **STRATEGIC AND DESTINATION PLANNING**

Ms. Kaufman shared Rudloff Solution's revised proposal to lead a Destination Development Plan for Visit Casper. Considering the fact American Recovery Act (ARPA) funds will be distributed in the coming months, the consensus of the Council is to develop a Tourism Master Plan that will serve as a framework for travel industry development, marketing and collaboration involving both the public and private sectors. Mr. Hawley noted that he hopes that the plan will stay away from projects that should be led by the private sector. Mr. Murphy asked if Ms. Kaufman could get the right people together for the steering committee. She believes she can. Mr. Hawley said a \$30k investment to plan for the strategic investment of potentially millions is reasonable. Ms. Kaufman will reach out to Rudloff Solutions to discuss a timeline and next steps.

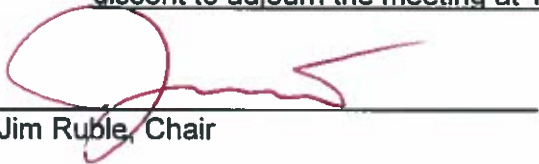
NEW BUSINESS

X. **CONFLICT OF INTEREST STATEMENT**

Ms. Kaufman distributed the Natrona County Travel & Tourism Council's Code of Conduct and Conflict of Interest Policy. All Council Members are asked to sign the agreement annually. (Exhibit 6)

COMMUNICATION REPORTS

- XI. **COMMUNITY/ORGANIZATION** No questions.
- XII. **COUNCIL COMMENTS** Mr. Hawley expressed concern over the condition of the roads on Muddy Mountain. He also inquired about where tourists are coming from and if they're staying in campgrounds or hotels. Mr. Murphy asked about occupancy this year vs. last year. Ms. Kaufman shared that while occupancy is up significantly from 2020, Natrona County is still slightly depressed compared to 2019. After speaking with hoteliers, she anticipates that occupancy will rebound as meeting and group business continues to return.
- XIII. **PUBLIC COMMENTS** None.
- XIV. **EXECUTIVE SESSION** None.
- XV. **NEXT COUNCIL MEETING:** August 24, 2021. Location: Visit Casper Office.
- XVI. **ADJOURNMENT:** Moved Mr. Murphy, seconded by Mr. Hawley and carried without dissent to adjourn the meeting at 12:37 pm. Motion carried.



Jim Ruble, Chair



Renee Penton-Jones, Secretary