

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, JULY 23, 2024 – 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 Tuesday, July 23, 2024, at 11:34 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Katie Arnold, Town of Edgerton
Lisa Engebretsen, City of Casper
Mike Cevasco, Town of Midwest
Renee Penton-Jones, Natrona County
Sabrina Kemper, City of Mills
Tassma Powers, Town of Evansville

Excused: Kirk Goodman, Town of Bar Nunn
Tiffany Gamble, Natrona County

Also Present: Tyler Daugherty, 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
Tia Troy, Lightning Bug Public Relations (Zoom)
Glenn Gardner, Wyoming Office of Tourism (Zoom)
John Johnson, JRG Restaurants

CONSENT AGENDA

III. Mr. Montgomery asked for a motion to approve the consent agenda.

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

OLD BUSINESS

IV. FY24 REVIEW

No additional amendment is needed. The lodging tax revenue and the 90% budget spend were in line.

NEW BUSINESS

V. PUBLIC HEARING – FY24/25 BUDGET APPROVAL

No public hearing is required. FY24/25 budget was approved by the board at the June 25, 2024 meeting. (Exhibit 2)

VI. APPROVAL OF DEPOSITORIES

A resolution was presented for board approval for financial institutions as depositories of council funds:

- Wyoming Government Investment Fund
- Hilltop National Bank
- First Interstate Bank
- First State Bank
- Jonah Bank

Moved by Ms. Powers, seconded by Ms. Kemper, carried without dissent to approve the list of depositories of council funds. (Exhibit 3)

VII. APPROVAL OF SIGNATURES

A resolution was presented listing authorized signers on vouchers, checks or warrants:

- Cole Montgomery, Chair
- Sabrina Kemper, Co-Chair
- Tiffany Gamble, Treasurer
- Renee Penton-Jones, Secretary
- Tyler Daugherty, CEO

Moved by Ms. Powers, seconded by Ms. Kemper, carried without dissent to approve the list of individuals authorized to sign vouchers, checks or warrants. (Exhibit 4)

Additionally, the board was asked to approve a resolution appointing the operations manager as the designated individual to receive/accept requests for public records on behalf of the Natrona County Travel & Tourism Council as per W.S. § 16-4-201.

Moved by Ms. Powers, seconded by Ms. Kemper, carried without dissent to approve the resolution as presented. (Exhibit 5)

VIII. DESTINATION DEVELOPMENT GRANT (DDG) FUNDS

The FY25/26 DDG projects were submitted to the state and have been approved. Project funds must be ear-marked within 18 months and the funds spent by June 30, 2026. (Exhibit 6)

COMMUNICATION REPORTS

IX. STAFF REPORTS – SALES & MARKETING

- Wayne Stewart provided Marketing updates and highlights.
- Cait O’Neal and Shelby Kraus provided Sales updates and highlights.
(Exhibit 7)

X. LIGHTNING BUG PUBLIC RELATIONS – *Tia Troy*

Tia Troy provided information on the social media reach of the four influencers in attendance at CNFR and gave a summary of projects for FY24/25.

XI. COUNCIL COMMENTS

Ms. Engebretsen shared that city council is watching and monitoring the 1% on the ballot.

Ms. Powers shared that the Wyo Sports Ranch is doing great, and with the FY25 events already booked, they have met their goal. Five million dollars still needs to be raised. Upon completion of the Wyo Sports Ranch, \$61M will have been raised. Delta Airlines is still in Casper even though the MRG has expired. A PAC open house for the 6% will be held August 6 at the Wolcott Galleria.

XII. PUBLIC COMMENTS

None.

XIII. **NEXT MEETING:** Tuesday, August 27, 2024, at 11:30 a.m.

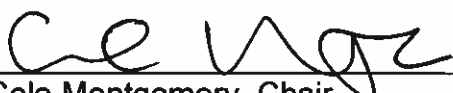
XIV. EXECUTIVE SESSION

None.

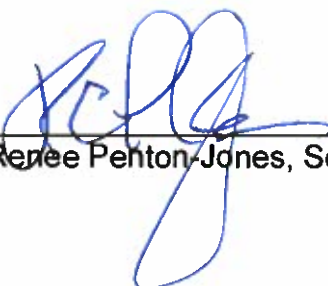
XV. ADJOURNMENT

Mr. Montgomery asked for a motion to adjourn.

Moved by Ms. Kemper, seconded by Mrs. Penton-Jones, carried without dissent to adjourn at 12:08 p.m.



Cole Montgomery, Chair



Reece Penton-Jones, Secretary