

# Natrona County Travel & Tourism Council

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## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, JUNE 25, 2019 ~ 11:30 AM  
CASPER, WYOMING

I. **CALL TO ORDER**

Renee Penton-Jones called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, June 25, 2019, at 11:32 a.m. at the Casper Area Convention & Visitors Bureau. Roll call determined the presence of a quorum.

II. **ROLL CALL**

Present: Ken Thoren, Town of Edgerton\*  
Brad Murphy, Town of Bar Nunn\*  
Kevin Hawley, City of Casper  
Renee Penton-Jones, Natrona County  
Tiffany Gamble, Natrona County  
Jim Ruble, Town of Evansville  
Shawn Johnson, City of Casper  
Erik Aune, Town of Mills

Absent:

Also Present: Brook Kaufman, CEO  
Jennifer Forsberg, Operations Manager  
Brendan LeChance, Oil City News  
Steve Freel, Casper City Councilman

*\* Joined the meeting late*

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

IV. Moved by Mr. Aune, seconded by Mr. Ruble, and carried without dissent to approve the May 28, 2019, meeting minutes. (Exhibit 2)

V. **TREASURER'S REPORT – MRS. GAMBLE.**

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending May 31, 2019. Moved by Mr. Johnson, seconded by Mr. Aune and carried without dissent to accept financial reports including CACVB checks 16484 – 16540 for a total of \$310,417.17 and CSA checks 6524-6530 for a total of \$16,853.60. (Exhibit 3)

### OLD BUSINESS

VI. **DNEXT REVIEW/NEXT STEPS**

Ms. Kaufman asked those who attended the DNEXT presentation with Berkeley Young to share their key takeaways. Mr. Hawley shared information about the idea of a tourism

master plan. Mrs. Penton-Jones expressed she feels like Visit Casper still is not at the table with city/county government. Mrs. Gamble said the list of opportunities felt overwhelming and that the board would need to narrow priorities to be effective. The board agreed a good next step was to coordinate a goal/priority setting session to identify projects the organization would like to focus on. (Exhibit 4)

VII. **2018-2019 BUDGET AMENDMENT/UPDATE**

Ms. Kaufman walked the board through the 2018-2019 amended budget. The original budget for lodging tax this fiscal year was \$1,548,819.61 and has been increased to \$1,836,099.66 due to an unanticipated increase in occupancy and collections. Moved by Mrs. Gamble, seconded by Mr. Thoren and carried without dissent to approve the 2018-2019 amended budget as presented. (Exhibit 5)

VIII. **CNFR POST-EVENT RECAP**

Mr. Murphy shared that ticket sales for the 2019 CNFR were up 3.7%. There are 7500 comp tickets given for CNFR which compromises the ability to sell tickets. Partners and NIRA were happy with the outcome. He felt the entertainment on Wednesday and Friday nights helped draw attendees. His hope is that our community continues to build on the positive momentum.

**NEW BUSINESS**

IX. **2019-2020 BUDGET REVIEW**

Ms. Kaufman reviewed the proposed budget for 2019-2020. Items of discussion included staff, wayfinding signage and a potential tourism master plan. The board will be asked to review and approve the final budget at the July 16, 2019 meeting. (Exhibit 6)

X. **WAYFINDING SIGNAGE UPDATE**

Ms. Kaufman shared that the City of Casper is moving forward with selecting a consultant for their city-wide wayfinding initiative. Based on lodging tax collections, she recommended the board approve a \$75,000 contribution to the project. Moved by Mrs. Gamble, seconded by Mr. Murphy and carried without dissent to approve a \$75,000 contribution to the City of Casper for the wayfinding signage project. (Exhibit 7)

XI. **MARKETING UPDATE**

Mrs. Scherlin gave a marketing update on the following projects: the new website is on track to go live August 10<sup>th</sup>, the organization will launch a partnership with Trip Advisor July 1<sup>st</sup>, we're participating in far more co-ops with the Wyoming Office of Tourism and we've been working closely with A|D Creative on a positioning statement.

XII. **RESOLUTION FOR DESIGNATION – PUBLIC RECORDS**

Based on the updated regulations for the Wyoming Public Records Act, Ms. Kaufman shared that Visit Casper needs to designate a public records person to receive all applications for public records for the Natrona County Travel and Tourism Council. Ms. Kaufman proposed making the public records person the organization's Operations Manager. Mr. Hawley recommended a second contact be added as a backup. Mr. Hawley asked if there was a fee schedule in place and offered to share information he's

collected. Moved by Mr. Johnson, seconded by Mr. Hawley and carried without dissent to approve the Designation of Persons form with changes. (Exhibit 8)

XIII. **STAFF REPORTS**

No questions. (Exhibit 9)

XIV. **COMMUNITY ORGANIZATION**

None

XV. **COUNCIL COMMENTS - NONE**

XVI. **PUBLIC COMMENTS – NONE**

XVII. **EXECUTIVE SESSION - NONE**

XVIII. **NEXT COUNCIL MEETING:** Tuesday, July 16, 2019.

XIX. **ADJOURNMENT:** Moved by Mr. Johnson, seconded by Mr. Murphy and carried without dissent to adjourn the meeting at 12:46pm.

  
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Renee Penton-Jones, Chair

  
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Kevin Hawley, Secretary