

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES FRIDAY, JUNE 25, 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 Friday, June 25, 2021, at 11:34 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
Erik Aune, Town of Mills
Kevin Hawley, City of Casper
Renee Penton-Jones, Natrona County
Steve Freel, City of Casper

Excused: Ken Thoren, Town of Edgerton
Brad Murphy, Town of Bar Nunn

Also Present: Brook Kaufman, CEO
Chelsea Combe, Marketing Specialist
Kyle Gamroth, Casper City Council
Tia Troy, Lightning Bug Public Relations

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

OLD BUSINESS

IV. NONE

NEW BUSINESS

V. GUEST SPEAKER – ATTORNEY JOHN MASTERSON

Mr. Masterson has been retained by the NCTTC to facilitate Ms. Kaufman's review. He explained the steps that will be taken to ensure a 360 approach. There will be a series of surveys to the board and partners for feedback; the board will also be asked to consider putting a more formal structure to the process annually.

VI. 2020-2021 BUDGET AMENDMENT

Ms. Kaufman walked through the proposed budget amendment and explained why expenses were either up or down by line item. Large variances were in subscriptions,

information distribution, and in advertising/marketing. Overall, the budget for fiscal 2020/2021 was very close to actual collections. It was moved by Mr. Ruble, seconded by Mrs. Penton-Jones, and carried without dissent to approve the amended budget as presented. Mr. Aune abstained. (Exhibit 2)

VII. 2021-2022 BUDGET REVIEW

Ms. Kaufman reviewed the proposed budget for fiscal 2021-2022. The budget is \$300,000 up to last year not including additional CARES funding granted by the State of Wyoming. The increase is reflective of the anticipated increase in both occupancy and average daily rate and a strong leisure market this summer. The board will be asked to approve the final budget at their meeting Monday, July 12, 2021. (Exhibit 3)

VIII. STRATEGIC/DESTINATION PLANNING

Ms. Kaufman explained the proposals in the board packet and discussed the idea of working with Coraggio and Rudloff Solutions to update the strategic plan and to start a destination development plan. Mr. Aune expressed that the prior report from Rudloff Solutions was plain and simple and that an outside consultant was not needed. He expressed his frustration with Ms. Kaufman's position on the Commission and feels it is a conflict of interest. He also believes the organization should revisit who is on the executive committee as some of their organizations benefit directly from the lodging tax. Ms. Kaufman will follow-up with Corragio Group and Rudloff Solutions to bring a final proposal to the board. (Exhibit 4) (Exhibit 5) (Exhibit 6)

COMMUNICATION REPORTS

IX. STAFF REPORTS No questions. (Exhibit 7)

X. COMMUNITY/ORGANIZATION No questions.

XI. COUNCIL COMMENTS The board expressed how pleased they were regarding the success of CNFR. The board also expressed appreciation to Mikki Milosevic for all she has done for the organization during her tenure here.

XII. PUBLIC COMMENTS None.

XIII. EXECUTIVE SESSION None.

XIV. NEXT COUNCIL MEETING: Monday, July 12, 2021. Location: Visit Casper Office.

XV. ADJOURNMENT: Moved Mr. Ruble, seconded by Mr. Cevalasco and carried without dissent to adjourn the meeting at 12:18 pm. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary