

# Natrona County Travel & Tourism Council

## Visit Casper

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### PUBLIC MEETING MINUTES TUESDAY, JUNE 28, 2022 CASPER, WYOMING

#### I. **CALL TO ORDER**

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, June 28, 2022, at 11:35 a.m. Roll call determined the presence of a quorum.

#### II. **ROLL CALL**

Present: Jim Ruble, Town of Evansville  
Sabrina Kemper, City of Mills  
Tiffany Gamble, Natrona County  
Steve Freel, City of Casper  
Brad Murphy, Town of Bar Nunn  
Renee Penton-Jones, Natrona County \*  
Ken Thoren, Town of Edgerton  
Mike Cevasco, Town of Midwest

Absent: Kevin Hawley, City of Casper

Excused: Brad Murphy, Town of Bar Nunn

Also Present: Luke Gilliam, Business Development Manager  
Amanda Sewell, Destinations Experience Coordinator  
Angie Volzke, Creative Coordinator  
Terri Weinhandl, Executive Assistant  
Tia Troy, Lightning Bug Public Relations (Zoom)  
Gena Jensen, National Historic Trails Interpretive Center  
Tammy Chappell, Hampton Inn & Suites  
Cole Montgomery, Stifel  
Kyle Gamroth, Casper City Council (Zoom)

\*Joined the meeting in progress.

III. Moved by Mrs. Gamble, seconded by Ms. Kemper and carried without dissent to approve the consent agenda as presented. (Exhibit 1)

#### **OLD BUSINESS**

#### IV. **EXECUTIVE SEARCH UPDATE**

Mrs. Gamble shared that the search committee has decided on two candidates. One candidate will be in Casper on July 7 and the other July 8 to meet with the Visit Casper team, the NCTTC board, and make a presentation to community partners and stakeholders. Both are from the Midwest and have similar backgrounds.

#### V. **BUDGET – FY 22/23 REVIEW/APPROVAL**

Mr. Ruble stated that two changes were made to the FY22/23 budget that was sent out with the board packet.

- Rent was increased by \$5,000 for a total budget of \$60,000.
- Staff training was increased by \$20,000 for a total budget of \$30,000 for two new staff members and CEO once they are on board.

Moved by Mrs. Gamble and seconded by Mr. Thoren to approve the FY22/23 budget as presented with two budget increases. Motion passed. (Exhibit 2)

## **NEW BUSINESS**

### **VI. NEW BOARD MEMBER APPOINTMENT**

Cole Montgomery was appointed as the City of Casper board member on June 7, 2022 by the Casper City Council. He will fill the seat of Kevin Hawley who has served on the NCTTC for six years.

### **VII. STAFFING UPDATE**

Amanda Scherlin, Director of Marketing, and Chelsea Combe, Marketing Specialist, have resigned since the last board meeting. The positions will not be filled until a new CEO is on board.

The Bark Firm and Lightning Bug Public Relations will be assisting Visit Casper with social media, blogs, and print. Angie Volzke will be assisting with time sensitive posts, and on an as needed basis.

### **VIII. ELECTION/SELECTION OF BOARD OFFICERS**

Mr. Ruble stated that at this time of the year, the board asks for volunteers to serve on the Executive Committee. With no CEO in place, the NCTTC can't follow the normal process so the current Executive Committee is willing to serve for another year to maintain continuity. The election takes place in July. Mr. Ruble encouraged any board member interested in serving on the Executive Committee to contact him directly.

### **IX. SALES UPDATE**

Mr. Gilliam discussed past and future conventions and meetings, and provide information on the Outdoor Writers Association of America conference, the Wyoming Craft Distillers convention, and the Pickle Ball Tournament. He also discussed future sports activities, and regional and national interest in the new sports facility at the Ford Wyoming Center.

### **X. PUBLIC RELATIONS UPDATE**

Tia Troy with Lightning Bug Public Relations provided a public relations update and discussed the great engagement from influencers coming to Casper.

### **XI. MARKETING AND GRANT UPDATE**

Ms. Sewell shared that the Bark Firm will be working on the Visit Casper content calendar for the next six months, and shared a run down of upcoming events:

- CTA classes are scheduled for the months of July and August with approximately 15 attendees in each class. A total of 1,375 individuals have been certified since the program started.

- The June CTA event will be held at Gruner brothers and the July event will be a Horseheads game.
- The annual breakfast is scheduled for October 6 at the Nicolaysen Museum with the Ramkota catering the event.

Mrs. Gamble explained that the grant program is now a partnership between Visit Casper and the City of Casper. The Casper Area Impact (CAI) Grant Program will award funds, services, and facility discounts to local non-profits who put on events that bring people to the community and drive the economic impact in Natrona County. The board was presented with a summary of grant recommendations with \$22,750 in cash and \$25,000 in-kind services to various recipients in the community. (Exhibit 3)

Moved by Mr. Cevasco and seconded by Mr. Freel to accept the grant committee's recommendations as presented. Motion passed.

## COMMUNICATION REPORTS

### XII. STAFF REPORTS

No comments. (Exhibit 4)

### XIII. COMMUNITY/ORGANIZATION

No comments.

### XIV. COUNCIL COMMENTS

Mr. Freel commented on the turnout at the College National Finals Rodeo and increase in ticket sales.

### XV. PUBLIC COMMENTS

Ms. Jensen shared that the National Historic Trails Interpretive Center (NHTIC) was named one of the "Top 10 Museums in the West". The NHTIC is still looking for a new director. The NHTIC anniversary week is August 9 – August 13. The Bureau of Land Management (BLM) will be sending a save the date card and invitations and will have a press release. The BLM will host a Marton Ranch acquisition celebration in August. The Battle of Red Butte film/exhibit will be July 15 – July 25. The Oregon-California Trails Association (OCTA) conference will be August 28 – September 3.

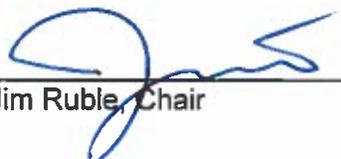
### XVI. EXECUTIVE SESSION

None.

### XVII. NEXT COUNCIL MEETING: Tuesday, July 26, 2022.

### XVIII. ADJOURNMENT

Moved by Mr. Freel, seconded by Mrs. Gamble and carried without dissent to adjourn the board meeting at 12:39 p.m.

  
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Jim Ruble, Chair

  
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Renee Penton-Jones, Secretary