

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
TUESDAY, MARCH 23, 2021 ~ 11:30 AM
CASPER, WYOMING**

I. CALL TO ORDER

Ms. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, March 23, 2021, at 11:29 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

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

Excused: Ken Thoren, Town of Edgerton

Also Present: Brook Kaufman, CEO
Luke Gilliam, Business Development Manager
Mikki Milosevic, Destination Services Coordinator
Chelsea Combe, Marketing Specialist
Greg Hirst, Oil City News
Tia Troy, Lightning Bug Public Relations
Chris Brown, Wyoming Lodging and Restaurant Association

**Arrived Late*

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

OLD BUSINESS

IV. **NONE**

NEW BUSINESS

V. **LEGISLATIVE UPDATE**

Ms. Kaufman introduced Chris Brown from the Wyoming Lodging and Restaurant Association. Mr. Brown reviewed the status of a few key bills that would impact the tourism industry. He explained that there haven't been as many calls to action this

session, but he had some initial concerns over attacks to the statewide and local option lodging tax that were fortunately tabled. He will keep the industry in the loop on any new major developments.

VI. FORD WYOMING CENTER UPDATE

Ms. Kaufman turned the floor over to Brad Murphy who updated the board on the Ford Wyoming Center. Mr. Murphy shared attendance numbers for recent events and highlighted that there has been an increase in traffic since the mask mandate has been lifted. He proceeded with an update about upcoming events and his optimism for the future. He anticipates the Ford Wyoming Center will be open with no restrictions starting May 1, 2021.

VII. PROUD TO HOST THE BEST (PTHB) UPDATE

Ms. Kaufman asked Jim Ruble to give an update on Proud to Host the Best. Mr. Ruble informed the Visit Casper board that there have been some changes to the structure and board. He explained that there has been some turnover and that Visit Casper retained Crowley Fleck to re-write the bylaws and to draft an MOU between Visit Casper and PTHB for contract staff. The board will identify priorities in the coming weeks which will include fundraising, organizational structure, and awareness for the entity.

VIII. OUTDOOR REC COUNCIL UPDATE

Ms. Kaufman asked that Erik Aune speak to what has been going on with the potential Outdoor Rec Council. Mr. Aune informed the board that he has a group that is working on maximizing the potential of the outdoor recreation space in Natrona County to bolster our inventory and put us on the map. Ms. Kaufman added that one of the recommendations is to create a joint powers board and to possibly co-fund a dedicated position to develop that outdoor space. Mr. Aune added that there currently isn't a formal structure, but they are working to create the infrastructure moving forward.

COMMUNICATION REPORTS

IX. **STAFF REPORTS:** No questions. (Exhibit 2)

X. **COMMUNITY/ORGANIZATION:** No questions.

XI. COUNCIL COMMENTS

Mrs. Penton-Jones informed the board that the CWFR summer parade is going to happen, and that Ms. Kaufman was chosen to be the Parade Marshal. Mr. Steve Freel gave an update on the current housing market explaining that available housing for purchase still has a very low inventory.

XII. **PUBLIC COMMENTS:** None.

XIII. **EXECUTIVE SESSION:** None.

XIV. NEXT COUNCIL MEETING: Tuesday, April 27, 2021. Location: Visit Casper Office

XV. ADJOURNMENT: Moved by Mr. Aune, seconded by Mr. Cevasco and carried without dissent to adjourn the meeting at 12:41 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary