

# Natrona County Travel & Tourism Council

---

## Casper Area Convention & Visitors Bureau

PUBLIC MEETING MINUTES  
TUESDAY, MAY 28, 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, May 28, 2019, at 11:33 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

Absent: Shawn Johnson, City of Casper  
Debbie Peterson, Town of Midwest  
Erik Aune, Town of Mills

Also Present: Brook Kaufman, CEO  
Jennifer Forsberg, Operations Manager  
Brendan LeChance, Oil City News  
Kiera Grogan, K2 News  
Morgan Hughes, Casper Star- Tribune  
Erin Helms, Chamber of Commerce

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

IV. Moved by Mr. Hawley, seconded by Mrs. Gamble, and carried without dissent to approve the April 23, 2019, meeting minutes. (Exhibit 2)

V. Moved by Mr. Hawley, seconded by Mr. Murphy, and carried without dissent to approve the April 23, 2019 Executive Board meeting minutes.

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

Mrs. Gamble reviewed financial reports and checks for the CACVB and CSA ending April 30, 2019. Moved by Mr. Ruble, seconded by Mr. Hawley and carried without dissent to accept financial reports including CACVB checks 16448 – 16483 for a total of \$123,257.32 and CSA checks 6522-6523 for a total of \$1,507.71. (Exhibit 3)

## OLD BUSINESS

### VII. DNEXT SCHEDULE/UPDATE

Ms. Kaufman shared that the DNEXT survey for Natrona County has been deployed. There have been approximately 70 responses. It will remain open for the next few days to try and obtain 10 – 15 more responses. Ms. Kaufman asked that Board Members who have not completed the survey please do so as soon as possible. She also stated the Rotary Club has been extremely helpful in distributing surveys. (Exhibit 4)

### VIII. 2018-2019 BUDGET AMENDMENT/UPDATE

Currently the organization is up 14% YTD to budget. The board will be asked to approve a budget amendment at the June 25, 2019 meeting. The estimated end budget for the 2018 – 2019 fiscal will be \$1.78M. (Exhibit 5)

### IX. BOARD RE-APPOINTMENTS

Both Renee Penton-Jones and Jim Ruble are officially re-appointed to the Natrona County Travel & Tourism Council. Ms. Peterson has not been re-appointed at this time. Ms. Kaufman will reach out to the Mayor of Midwest per the direction of the Board to determine who will be their representative going forward.

## NEW BUSINESS

### X. 2019-2020 BUDGET REVIEW

Ms. Kaufman reviewed the proposed budget for 2019-2020. Items of discussion included staff, research, and employee retention. The proposed budget for PR has also increased. The board will be asked to review and approve the final budget at the July 16, 2019 meeting. (Exhibit 6)

### XI. NON-SOLICITATION AGREEMENT

Ms. Kaufman shared the proposed non-solicitation agreement. This agreement was requested by the board, drafted by Ms. Forsberg, and approved by the Council's attorney Scott Murray. Moved by Mr. Hawley, seconded by Mrs. Gamble, and carried without dissent to approve the non-solicitation agreement to be signed by new hires going forward. (Exhibit 7)

### XII. BOARD MEETING CALENDAR

Ms. Kaufman shared the schedule of Board meetings for next fiscal year. The board will consider changing the November and December meetings based on the holiday schedule. (Exhibit 8)

### XIII. STAFF REPORTS

Mr. Hawley asked Mr. Murphy for more information about the video they are producing in conjunction with Visit Casper. The goal is to promote the flexibility of the Casper Event Center while using it as a tool to sell the facility to outside event and meeting planners. (Exhibit 9)

XIV. **COMMUNITY ORGANIZATION**

None

XV. **COUNCIL COMMENTS - NONE**

Ms. Kaufman shared that the City of Casper, through their MPO, has allocated \$100,000 to retain a consultant to help develop a master plan for way finding signage within MPO boundaries. Ms. Kaufman asked the Board to consider participating financially in the project over the next 2-3 years. An amount will be discussed at the June 2019 board meeting.

Mr. Murphy updated the board on changes to entertainment surrounding CNFR. Visit Casper has negotiated a contract with Ian Munsick to do a meet and greet Wednesday, June 12<sup>th</sup> prior to the rodeo. Ian will also perform at Gruner Bros. post-event.

Mrs. Penton-Jones asked about the arrangement with NIC Fest this year, Cinch will be onsite again to distribute awards as a part of the arrangement with Visit Casper.

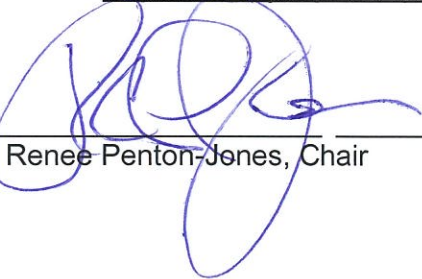
Ms. Kaufman shared that the 2019 Oil City Street Slam is scheduled June 28 – 30<sup>th</sup> adjacent to David Street Station. We should start to see an uptick in registrations as the event date gets closer.

XVI. **PUBLIC COMMENTS – NONE**

XVII. **EXECUTIVE SESSION - NONE**

XVIII. **NEXT COUNCIL MEETING:** Tuesday, June 25, 2019 and July 16, 2019

XIX. **ADJOURNMENT: Moved by Mr. Murphy, seconded by Mr. Thoren and carried without dissent to adjourn the meeting.**



Renee Penton-Jones, Chair



Kevin Hawley, Secretary