

Natrona County Travel & Tourism Council

Visit Casper

PUBLIC MEETING MINUTES TUESDAY, MAY 28, 2024 – 11:30 a.m. CASPER, WYOMING

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel and Tourism Council to order Tuesday, May 28, 2024, at 11:31 a.m. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Cole Montgomery, City of Casper
Katie Arnold, Town of Edgerton
Kirk Goodman, Town of Bar Nunn
Lisa Engebretsen, City of Casper
Mike Cevasco, Town of Midwest
Renee Penton-Jones, Natrona County
Sabrina Kemper, City of Mills
Tassma Powers, Town of Evansville
Tiffany Gamble, Natrona County

Also Present: Tyler Daugherty, CEO
Terri Weinhandl, Operations Manager
Luke Gilliam, Business Development Manager
Liz Bowers, Analytics & Social Media Coordinator
Wayne Stewart, Director of Marketing & Communications
Syd Wallace, Creative Coordinator
Shelby Watson, Business Sales Manager
Rhonda Schulte, Oil City News

CONSENT AGENDA

III. Mrs. Gamble asked for a motion to approve the consent agenda.

Moved by Ms. Engebretsen, seconded by Mr. Montgomery, carried without dissent to approve the consent agenda. (Exhibit 1)

OLD BUSINESS

IV. NATIONAL TRAVEL & TOURISM WEEK

Mr. Daugherty gave a summary of the week's events which included workshops, tours, pickleball, trivia night and the annual breakfast.

V. WILSON AND IO TURKEY HUNT

Mr. Daugherty reminded the board that Visit Casper is in a partnership with Logan and Morgan Wilson. The partnership has been in effect for the last 12 months and is a successful campaign. Logan Wilson was Casper and went on a spring turkey hunt that Visit Casper will promote on social media.

NEW BUSINESS

VI. BUSINESS SALES MANAGER & SALES PROJECT MANAGER

Shelby Watson is the new Business Sales Manager, replacing Luke Gilliam. Cait O'Neal is the new Sales Project Manager, replacing Amanda Sewell.

VII. MARKETING CO-OP GRANT AND CASPER AREA IMPACT GRANT

The marketing co-op began in FY23 with 10 applications, with all 10 receiving the \$2,500 grant. FY24 had 17 applications and 10 were awarded \$2,500.

The FY25 impact grant cycle application period closed May 17. The committee will meet June 3, 2024, to review the applications and determine who will be awarded grant funds for events that take place from July 1, 2024, through June 30, 2025.

VIII. PROPOSED FY25 BUDGET

The proposed budget for FY25 is \$2.8M.

A budget amendment for FY24 is required because of an increase in projected lodging tax.

COMMUNICATIONS REPORTS

IX. STAFF REPORTS

See Sales & Marketing report below.

Mr. Daugherty shared that RARA will not be coming to Casper. Roswell, New Mexico was chosen as the new location for the air show.

NJCAA will not return to Casper after the 2025 tournament. NJCAA has chosen a different location for 2026, 2027 and 2028.

CNFR will officially kick off June 9 with Western Fest at David Street Station, with horse rides, line dancing, and western/cowboy themed movies.

X. LIGHTNING BUG PUBLIC RELATIONS

No report

XI. SALES & MARKETING REPORTS (Exhibit 2)

This year marks the 25th College National Finals Rodeo in Casper. Mr. Stewart gave an update on the public relations promotions, influencers and itineraries. Visit Casper will host a VIP hospitality room Thursday night at the Ford Wyoming Center. He also discussed current digital campaigns and pointed out the new creative canvases on the walls for “the ONLY” brand refresh.

Mr. Gilliam shared that the International Round Up (IRU) was a success and a great opportunity for the international market to connect with our local product.

XII. COUNCIL COMMENTS

Ms. Engebretsen was recently in Washington D.C. and met with Wyoming Senators Lummus and Barrasso and Representative Hageman.

Mr. Goodan said CNFR ticket sales are up, and ticket prices went up so they will see an increase in numbers of tickets sold and the dollar amount of sales.

XIII. PUBLIC COMMENTS

None.

XIV. NEXT MEETING: Tuesday, June 25, 2024, at 11:30 a.m.

XV. EXECUTIVE SESSION

None.

XVI. ADJOURNMENT

Mrs. Gamble asked for a motion to adjourn.

Moved by Mrs. Penton-Jones, seconded by Ms. Kemper, carried without dissent to adjourn at 12:01 p.m.

Tiffany Gamble, Chair



Sabrina Kemper, Secretary