

Natrona County Travel & Tourism Council

Visit Casper

**PUBLIC MEETING MINUTES
TUESDAY, NOVEMBER 18, 2020 ~ 11:30 PM
CASPER, WYOMING**

I. CALL TO ORDER

Mrs. Gamble called the public meeting of the Natrona County Travel & Tourism Council to order Tuesday, November 18, 2020, at 11:29 a.m. via Zoom. Roll call determined the presence of a quorum.

II. ROLL CALL

Present: Tiffany Gamble, Natrona County
Renee Penton-Jones, Natrona County
Jim Ruble, Town of Evansville
Michael Cevasco, Town of Midwest
Brad Murphy, Town of Bar Nunn
Ken Thoren, Town of Edgerton

Excused: Kevin Hawley, City of Casper
Erik Aune, Town of Mills
Steve Freel, City of Casper

Also Present: Brook Kaufman, CEO
Amanda Scherlin, Marketing Manager
Mikki Milosevic, Destination Services Coordinator
Luke Gilliam, Business Development Manager
Kyle Gamroth, Casper City Council*

**Arrived to the meeting late*

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

OLD BUSINESS

IV. AGENCY COLLABORATION UPDATE

Ms. Kaufman updated the Board on the most recent developments regarding agency collaboration. The City Manager has called a meeting between agencies to have a discussion in early December. She will update the board after that meeting.

V. AUDIT UPDATE

Ms. Kaufman shared information about the findings of the 2019 audit. Porter, Muirhead, Cornia & Howard made small recommendations regarding internal documentation to ensure controls are sufficient. The audit was clean and there were no significant findings.

NEW BUSINESS

VI. MARKETING PLAN OF 2021

Staff has worked closely with Mrs. Penton-Jones, Mrs. Gamble and Mr. Murphy on the 2021 Marketing Plan. Mrs. Scherlin outlined that there won't be a drastic change to tactics and that Visit Casper will build on some of the big wins from 2020. The main change will be the reclassification of avatars to leisure, meetings, sports, group, and residents. The Yellowstone campaign will launch in March of 2021 to capitalize on summer travel. Mr. Thoren asked if we will see tourism match or exceed 2019 visitation. Ms. Kaufman does not feel we will see 2019 levels until 2022 or 2023. Ms. Kaufman shared that a forecast report from STR Data will also be forthcoming. She also discussed the mask mandate, and that the organization will be vigilant in sharing travel information and updates with potential visitors.

COMMUNICATION REPORTS

VII. STAFF REPORTS: No questions. (Exhibit 2)

VIII. COMMUNITY/ORGANIZATION: No questions.

IX. COUNCIL COMMENTS

Mrs. Gamble asked Ms. Kaufman how her presentation at University of Wyoming went. Ms. Kaufman said that it was a great opportunity to share more about the industry and to connect with students who want to pursue a career in outdoor recreation or tourism.

Ms. Kaufman and Mr. Aune met last week to discuss follow-up items from last meeting. She will meet with Mr. Aune and Mr. Freel in January to discuss public access.

Mr. Murphy informed the board that all events at Casper Events Center have been cancelled through the end of the year. He is hoping they will be back up and running by the first of the year. Mrs. Penton-Jones informed the board that as of now the Christmas Parade is still going to proceed as planned.

X. PUBLIC COMMENTS: None.

XI. EXECUTIVE SESSION: None.

XII. NEXT COUNCIL MEETING: Tuesday, January 26, 2021. Location: Visit Casper Office

XIII. ADJOURNMENT: Moved by Mrs. Penton-Jones, seconded by Mr. Cevalasco and carried without dissent to adjourn the meeting at 12:34 p.m. Motion carried.



Tiffany Gamble, Chair



Kevin Hawley, Secretary