

# Natrona County Travel & Tourism Council

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## Visit Casper

### **PUBLIC MEETING MINUTES MONDAY, NOVEMBER 1, 2021 CASPER, WYOMING**

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

Mr. Ruble called the public meeting of the Natrona County Travel and Tourism Council to order Monday, November 1, 2021, at 11:35 a.m. Roll call determined the presence of a quorum.

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

Present: Michael Cevasco, Town of Midwest  
Jim Ruble, Town of Evansville  
Sabrina Kemper, City of Mills  
Kevin Hawley, City of Casper  
Renee Penton-Jones, Natrona County  
Tiffany Gamble, Natrona County  
Steve Freel, City of Casper  
Ken Thoren, Town of Edgerton

Excused: Brad Murphy, Town of Bar Nunn

Also Present: Brook Kaufman, CEO  
Chelsea Combe, Marketing Specialist  
Amanda Scherlin, Marketing Manager  
Tia Troy, Lightning Bug Public Relations  
Luke Gilliam, Business Development Manager  
Amanda Sewell, Destinations Experience Coordinator  
Terri Weinhandl, Executive Assistant  
Kyle Gamroth, Casper City Council  
Greg Hirst, Oil City News

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

### **OLD BUSINESS**

#### **IV. DESTINATION DEVELOPMENT PLAN DISCUSSION**

Mr. Rudloff is currently preparing the final plan which will be discussed in detail at the next board meeting. Once the final report is received, it will be shared with the board, partners, and the community. (Exhibit 2)

#### **V. STAFF UPDATE**

Ms. Kaufman introduced Terri Weinhandl, the new Executive Assistant. She also announced that Angie Volzke has accepted the Creative Coordinator position and will start November 29. Her position will allow Visit Casper to bring large graphic projects in house.

## NEW BUSINESS

### VI. **EVO POINT OF CONTACT**

Ms. Kaufman explained that to change the main point of contact for EVO Payments, the board must take official action, and a copy of the meeting minutes documenting the action taken must be submitted to them with the Officer Change Form.

Moved by Mrs. Kemper, seconded by Mrs. Penton-Jones and carried without dissent to approve the change of the main point of contact for EVO Payments to Ms. Kaufman.

### VII. **VISIT CASPER BUSINESS CHALLENGE**

Tiffany Gamble updated the board on the five finalists in the business challenge. The finalists are:

- C Bracket Horse Barn – Christy Martinez
- Turn on the Dark Entertainment – Nicholas Johnson
- Old Town Family Fun – Juliann Harvey
- Alcova Resort – Russell Mason and Razi Saydjari
- Barbarian Roasters – Jon and Gayle Ramsey

Impact 307 is guiding the finalists in preparation for the final presentations and judging scheduled Friday, November 12, 2021, from 10:00 a.m. to 1:00 p.m. Up to \$50,000 in seed money is available to be awarded. (Exhibit 3)

### VIII. **CARES FUNDING BUDGET AMENDMENT**

Ms. Kaufman shared that Visit Casper will be receiving an additional \$50,358.34 in CARES funds through the Wyoming Office of Tourism. To deploy the funds, the board will need to approve an amendment to the 2021-2022 budget. The board will revisit this at their December meeting to allow time for publication of the budget amendment.

## COMMUNICATION REPORTS

### IX. **STAFF REPORTS** No questions. (Exhibit 4)

Ms. Kaufman shared the conversation in the executive committee meeting regarding next steps with the master plan. Key topics included Film Casper, the Visit Casper Business Challenge, minimum revenue guarantees for air lines, wayfinding signage, and purchasing a 20-26 passenger bus.

### X. **COMMUNITY/ORGANIZATION** None.

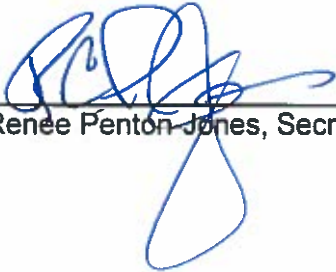
### XI. **COUNCIL COMMENTS:** None.

### XII. **PUBLIC COMMENTS** None.

### XIII. **EXECUTIVE SESSION** None.

### XIV. **NEXT COUNCIL MEETING:** Tuesday, December 14, 2021. Location: Visit Casper Office.

- XV. ADJOURNMENT: Moved by Mrs. Penton-Jones, seconded by Mrs. Kemper and carried without dissent to adjourn the meeting at 12:00 p.m. Motion carried.

  
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Jim Ruble, Chair  
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Renee Penton-Jones, Secretary